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Automotive News

Detroit, March 16, 1981

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56th year—$35 per year, $1.00 per copy

Viva Geneva!

Eye-catching AC-Ghia

An otherwise standard AC car was fitted with a sleek, all-steel body by Ghia for display at the Geneva Auto Show. The 3000-ME model features a Ford Essex V-6 mounted crossways in the middle of the chassis, behind the driver. Show story on Page 6.

A new wrap for Audi

Pininfarina displayed this version of the four-wheel-drive Audi Quattro at the Geneva Auto Show. Called the Quartz, it features a new type of headlamp, equal to a halogen lamp in intensity despite its small size.

New-car stock is trimmed to 59 days; rebates help

By Richard A. Wright
Assistant Managing Editor

February proved to the auto makers that there is nothing like a price cut to get things moving. The result was a dramatic slash in the domestic new-car inventory, from a heavy 78½-day supply on Feb. 1 to a 59-day stockpile March 1 which was beginning to show signs of developing shortages.

In fact, should a spring sales boom develop this year, stocks of a number of lines could quickly be pared away.

It wasn't just the extensive rebate programs, of course, that ate away the mountainous inventory during February. Production has been running at a low level for some time. But the dramatic drop in the days-supply figure was certainly spurred by a stronger sales pace.

The industry opened March with 1,334,919 U. S.-built cars in inventory, a 59-day supply, compared with 1,421,023 new cars in stock a month earlier, which was a 78½-day supply. A year ago, the industry had 1,610,544 new cars in stock, a 68-day supply.

• All the domestic manufacturers opened March with lower inventories in terms of days-supply than they had a month earlier, and all except Volkswagen of America trimmed their unit counts during February.

General Motors had a 56-day supply of new cars March 1, down from a 72-day stock Feb. 1. GM's inventory was short of Chevettes and Sunbirds, and car lines which boasted $700 rebates—Camaro, Firebird and the intermediate "A specials"—were cut back sharply.

Ford Motor Co. had a 63-day supply March 1, compared with a 93-day stock a month earlier.

Table on Page 56.

Ford pared prices by 10 percent on some models resulting in sharp inventory reductions for Fairmont/Zephyr, Mustang/Capri, Granada/Cougar, Thunderbird/XR-7 and Lincoln and Mark VI.

In addition, rebates of $600 to $1,000 on carryover '80 models helped thin Ford's stocks.

Chrysler Corp., which extended its rebate program, cut its inventory from an 81-day supply Feb. 1 to a 67½-day stockpile March 1. The finance rebate, based on the prime rate, applied to all lines and all lines dipped in inventory. Chrysler's stock numbers looked better than they have in many months.

American Motors opened March with a well-balanced 55-day supply, down from 88 days a month earlier. AMC extended its 10 percent price reduction to March 15.

VWoA had a 58-day supply March 1, down from 76 days a month earlier.

The March 1 domestic new-car inventory was divided this way: GM, 58.12 percent; Ford Motor Co., 23.82 percent; Chrysler Corp. 13.05 percent; VWoA, 2.81 percent, and AMC, 2.20 percent.

A month earlier, the new-car inventory was divided as follows: GM, 57.43 percent; Ford Motor Co., 24.62 percent; Chrysler Corp., 12.82 percent; VWoA, 2.58 percent, and AMC, 2.55 percent.

By size class, the most dramatic slash in inventory came in the subcompact segment. The

Continued on Page 56, Col. 1

breaking news

Datsun 280 to use Goodyear tires

AKRON. — Goodyear Tire & Rubber Co. will supply tires to Nissan Motor Co., Ltd., as original equipment on the 1982 Datsun 280-ZX GL sold in the U. S. The contract will be worth about $300,000 a month in the 1982 model year. Goodyear previously had supplied about 13,000 U. S.-made Wingfoot tires for a limited-edition Datsun. It also supplies solid tires for Datsun lift trucks sold in the U. S.

Lataif elected a Ford vice-president

DEARBORN.—Louis E. Lataif, 42, was elected vice-president of Ford Motor Co. Lataif was appointed general manager of Ford Division in January. He had been the division's general marketing manager since December, 1978.

VW's U. S. losses last year: $30 to $40 million

TROY, Mich.—Volkswagen of America last week confirmed its 1980 net loss ranged between $30 and $40 million. The company said it does not usually delineate its results from the parent VW Group, but President James McLernon disclosed

See BREAKING NEWS, Page 59, Col. 1

EPA budget cut is only 2 pct.

Reagan chops NHTSA funds in half

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Budget cuts for NHTSA are slated to total $187 million in fiscal 1982.

No changes are planned for the current fiscal year, which ends next October.

In other words, come next year, NHTSA, under the Reagan Administration and the stewardship of Raymond Peck, will be operating with less than half the money planned for Joan Claybrook under the Carter Administration.

Instead of the planned $357 million, the Reagan budget — subject to Congressional decision—is a mere $170 million.

Although the general intention of the Reagan Administration is clear, the cuts are not specifically identified in many instances and there is no information whatsoever available from NHTSA itself.

Quite possibly, this is because the White House is said to have lost the paperwork on the incoming Administration and in any case, Peck's nomination—at press time—had not yet been sent to the Hill. What work is going on is being handled by Acting Administrator Diane Steed, who will become Peck's deputy once he gets his own go-ahead.

• The biggest cut—about $40 million—is to wipe out enforcement of the national 55-MPH speed limit. (Congress is preparing to do that legislatively.) In other areas of federal grants to states—which the Transportation Secretary called either useless or the proper domain of the states—another $53 million will be cut.

These cuts include $4 million for driver licensing, $10 million for driver education, $12 million for emergency medical services (except for training personnel), $17 million for field offices, and $10 million which the House ordered NHTSA to use along with money from the Urban Mass Transit Administration and the Federal Highway Administration to conserve energy and improve air quality under the 1975 Energy Policy and Conservation Act.

Lewis explained that federal

Continued on Page 57, Col. 2

X-car spinoffs debut in November

GM to rename new intermediates

General Motors will boast at least three new names in its '82 passenger-car lineup this fall—Chevrolet Celebrity, Pontiac A6000 and Oldsmobile Cutlass Cierra.

Celebrity, A6000 and Cierra are names that will be used on GM's new line of front-drive intermediates that are scheduled to debut in November. The Buick version will be called Century.

The new mid-size cars, which eventually replace the present A-body line of intermediates at GM, share most major components, including engines and drivetrains, with the compact X-cars. Both the new A-cars and the X-cars will be built on the same 104.9-inch wheelbase, but the '82 intermediates will be several inches longer overall and a couple hundred pounds heavier than the compacts.

A 2.5-liter four is standard in Celebrity, A6000, Cierra and Century; optional engines include a 2.8-liter V-6 and a new 3.2-liter V-6 diesel designed and built by Olds. A 3.8-liter V-6 gas engine also may be available.

GM won't phase out the existing A-body line entirely in '82. The new front-drive A-cars will be offered in two-door and four-door models only. The two-door versions of the older, rear-drive A-cars will be dropped, but the four-doors and wagons will be carried over this fall.

Chevy and Olds will keep the Malibu and Cutlass names, respectively, on their '82 mid-size sedans and wagons, which retain a 108-inch wheelbase. Pontiac is discarding the LeMans name, and will use the Bonneville name on its carryover sedan and wagon, while the present Buick Century sedan and wagon will go into the Regal line in '82.

—Paul Lienert

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It's a turbo truck from IVECO

At long last, heavy trucks built in Europe by IVECO are available with turbocharged diesel engines. This Magirus-Deutz 290 M 19 Turbo is powered by the F8L 413 air-cooled Deutz V-8 engine and the lettering on the front panel above the grille lets people know it's a turbo.

Fiat now turbocharging biggest truck engine

By Jan P. Norbye

TURIN. — Fiat has launched a turbocharged version of its biggest truck engine, the 17.2-liter (1,048 cubic inches) V-8 for installation in its 170/190 series of highway haulers.

After stubbornly resisting the use of turbochargers while the rest of the industry rushed to embrace it, Fiat has come up with its third IVECO engine to be turbocharged in six months. The first was a German-made, air-cooled Deutz V-8 of 11.3 liters (690 cubic inches), and the second was a water-cooled Fiat in-line six of 13.8 liters (841.7 cubic inches).

All three have been in production in atmospherically aspirated form for years. They use different turbocharger suppliers for each: KKK for the Deutz, Holset for the big six, and Ai-Research for the water-cooled V-8.

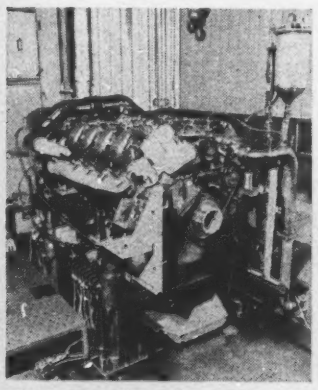
Led by MAN and Volvo, all other major truck manufacturers in Europe turbocharged their diesel engines between 1958 and 1975. Until now, Magirus-Deutz, Unic and Fiat/OM (IVECO's makes) have been the lone holdouts against what everybody's technical brains said was progress.

Why did it take so long? Did Fiat lack the technology? Was there an engineering philosophy that kept the turbo out of Fiat?

"On the contrary," said Dr. Heinz W. Hahn, technical director of IVECO. "All our engines, though created years ago, were designed with turbocharging in mind.

"We knew what we wanted to achieve with turbocharging, and we built enough strength into the basic engines, so that no in-

Continued on Page 22, Col. 1



Turbo under test

Fiat's water-cooled 8280 17.2-liter V-8 diesel undergoes a test in the dyno room at the company's plant in Turin, Italy. The engine features individual cylinder heads with four valves, and the deep block has wet liners and a five-bearing crankshaft.

China to purchase GM diesels with value of $800,000

DETROIT. — Motors Trading Corp. (MTC), a wholly owned subsidiary of General Motors, has concluded an initial trade agreement with the China National Machinery and Equipment Import and Export Corp. (EQUIMPEX), it was announced by David H. Hill, MTC president.

EQUIMPEX is operated by the First Ministry of Machine Building, one of the People's Republic of China's largest ministries.

The trade agreement, called an evidence account protocol, is the first such counter-trade agreement of this type between a trading corporation of China and General Motors.

EQUIMPEX will arrange, under the terms of this agreement, to purchase diesel engines from Detroit Diesel Allison Division. The value is approximately $800,000. GM is to purchase cutting tools and other products manufactured in China in the near future.

Additional counter-trade programs in China are being explored by MTC with other trading corporations and provinces, Hill said.

MTC was formed in 1979 to assist GM in international trade, especially in nations experiencing a lack of hard currency, and serves GM's divisions and plants worldwide.

truck industry news

Rate of decline is lowest since last June

Truck sales sag eases in February

Retail sales of new trucks of all types in the U. S. were down again in February—for the 24th straight month—but the rate of decline was the lowest since last June, and the second-lowest since September, 1979.

During the month, according to preliminary figures, franchised dealers and factory outlets retailed 184,793 trucks, a decline of 18.9 percent from the 227,749 units sold in the same month a year ago. Totals include domestic and non-captive imported trucks.

Table on Page 52.

Last June, the industry sold 230,120 vehicles, off 17.4 percent from the 278,514 moved in June, 1979.

For the first two months of 1981, however, retail sales were down 24.1 percent from a year ago. The total through February was an estimated 351,372 units, compared with 462,732 in the like period last year.

Sales of the compact pickups, still hurting as a result of the tariff increase on the imports as well as the slump in the economy, were down in February for the fifth consecutive month.

The total for the month was 43,263 units, a drop of 15.6 percent from last year's 51,283. The two-month count was down 22.4 percent, from 99,022 units in 1980 to 76,837 this year.

• February sales of the Volkswagen, Datsun and Mazda pickups were higher than a year ago, but Volkswagen was the only one of the eight nameplates in this market segment to show an increase for the first two months.

Sales of light trucks during the month, including the non-captive Japanese pickups, were off 18 percent from a year ago. The count was 167,972, compared with 204,747 in 1980.

Retailers moved 5,490 medium trucks in February, a decline of 34.6 percent from the year-earlier 8,395. Sales of heavy vehicles were down 22.4 percent, from 14,607 units in 1980 to 11,331.

In a preliminary report, the Motor Vehicle Manufacturers Assn. said its members reported 162,300 retail sales in February, off 18.8 percent from the previous year's 199,966. The two-month total of 311,281 units was down 24.4 percent from the year-earlier 411,729.

The number of unsold vehicles in retailers' hands at the end of the month was down 28.6 percent from a year ago, with significant drops in the light and medium-truck segments. The overall total was 579,678, compared with 811,962 a year ago.

Light trucks in stock on March 1 totaled 512,525, down 29.7 percent from last year's 729,276. Mediums were off 28.9 percent, from 30,938 in 1980 to 21,998, while the heavies were

Continued on Page 52, Col. 1

Cummins 270 woos cost-conscious fleets

By Jack Walsh
Truck Editor

LOUISVILLE.—Cummins Engine Co. has introduced what it describes as the most fuel-efficient diesel on the market today — the Fleet 270 — but cautions that it's not for everyone.

An extension of the family of Formula engines designed to improve fuel economy, the Fleet 270 is intended for line-haul applications calling for the best possible fuel efficiency where 270 HP is adequate to maintain cruise speeds in the 53.57 MPH range, according to George Fauerbach, vice president, Cummins North American automotive business.

"It represents a tradeoff between fuel economy and higher trip time, so it will be ideal only for the operator who wants to save on fuel costs and can live with the higher trip time," he said.

The Fleet 270 is rated at 270 HP at 1,600 RPM with a peak torque of 1,020 foot pounds at 1,100 RPM. The engine operates over a 500-RPM range with a 15 percent torque range. An alternate 250-HP rating at 1,600 RPM also is available.

Fauerbach said the Fleet 270 incorporates all of the improvements in Cummins Big Cam II units, such as the pulse exhaust manifold, aftercooler, and Demand Flow and Cooling (DFC) lube system.

• Exclusive features of the new power plant include a specially modified Cummins T-46 turbocharger, a higher compression piston, retarded injection timing calibrated for the low governed RPM and a lightweight vibration damper.

Fauerbach said tests indicated that the Fleet 270 is 12.7 percent more fuel efficient than the Formula 300 Big Cam II, of which it is a derivative.

"On a level route," he said, "tests showed that a truck powered by a Fleet 270 and with a 3.70 axle ratio would use 15,504 gallons of fuel to cover 100,000 miles. One with the Formula 300 and the same axle ratio would consume 17,762 gallons.

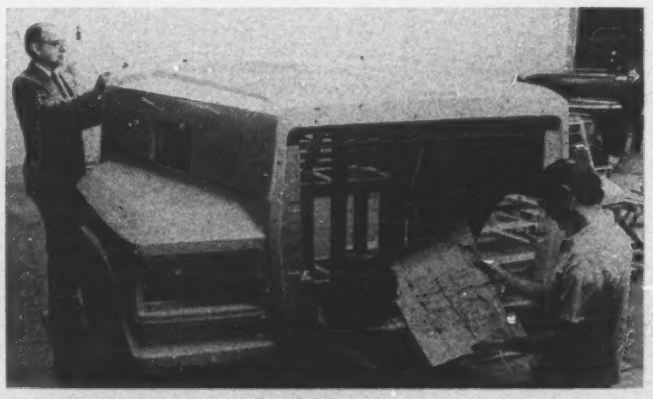
"Based on fuel at $1.25 a gallon, the operator of the truck with the Fleet 270 would realize fuel savings of about $2,800 over the user of the Formula 300 engine," he added.

"So if you can work or live with the higher trip times, you can save money on fuel with the Fleet 270," Fauerbach said. "It's the fleet's choice; it's not for everyone. But it will be a big help for fleets having trouble controlling driver speed."

A version of the Fleet 270 has been in road tests with selected fleet operators for about 10 months, and a "good feedback" was reported, with some adverse driver reaction because of the trip-time disadvantage.

The company said it has initiated programs to win driver acceptance of the Fleet 270.

Fauerbach said Cummins recommends use of 7 to 10-speed transmissions—and no overdrive —with the Fleet 270. The engine is not available at this time in California.



Ford hood-fender assembly by Goodyear

A fiberglass truck hood-assembly, up to 120 pounds lighter than metal counterparts for greater fuel savings, is inspected by workers at a Goodyear plant in Jackson, O. Produced for Ford's new LTL-9000 conventional model, the assembly is constructed from 30 plastic components.

Rockwell thinks Hungarian firm is dumping parts

WASHINGTON. — Rockwell International Corp. thinks truck-trailer axle-and-brake assemblies are being dumped in the U. S., and it's looking to have the practice stopped.

On behalf of itself and the domestic industry producing similar products, it has asked the International Trade Commission to begin an investigation to determine whether truck trailer axle-and-brake assemblies and parts produced by the Hungarian RADA firm and imported by Eaton Corp. are being sold here at alleged less than fair value.

Rockwell says the alleged dumping has depressed sales in the domestic industry, and resulted in less than a fair return on investment.

The petition was filed Feb. 12. The ITC has 45 days in which to make a finding.

NEW DATSUN "200 SX" CONVERTIBLES

"Newest and Fastest Selling Roadster"

Datsun Dealers' answer to the Mercedes 450 SL—a high quality convertible for 1981 at less than ⅓ the price. This fine showroom traffic builder is superbly engineered and styled for the '80s. Base units can be drop-shipped to American Custom Coachworks, Ltd. plants, or sometimes there are some open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643
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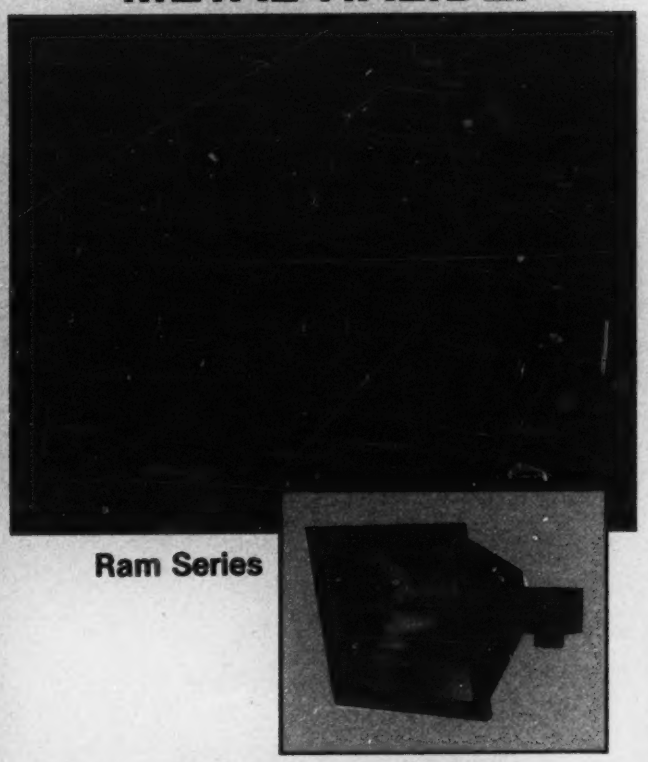
Lighting With Quartz? Here's A Better Way: METAL HALIDE.



Ram Series

Quartz lighting was popular when energy was inexpensive, and it performed well. But aggressive dealers know that the only outdoor light sources made for today's realities are **Metal Halide.**

Let's compare your quartz to the LSI Metal Halide Ram Series. On a fixture to fixture basis you'll find the Ram will:

- reduce energy operating costs by 70%
- increase your lighting output by 38%
- cut your lamp replacement cost with lamps that last *six times* longer than quartz!

LSI Metal Halide Ram fixtures were designed for economically replacing your old quartz unit using existing poles, brackets and wiring. Instead of paying more and more to operate an obsolete light source, find out how you can enjoy a 2-4 year payback on an energy efficient system from LSI.

Stop paying overhead on your overhead.

For more information, write or call for a full color brochure describing our energy saving systems.

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Frost & Sullivan study sees 12-pct. annual gains

Auto aftermarket growth predicted

Continued from Page 14

tools and cataloging and packaging.

Shock absorbers — Introduction of MacPherson struts, with their lighter weight, should have a decided impact on the market, probably spelling a decline in DIY replacement of shock absorbers.

The study also predicts that 94.8 billion gallons of gasoline will be sold at an average price of $2.31 per gallon in 1985 for total sales of $219.1 billion.

The latter projection, according to F&S, anticipates an average annual decline of 0.5 percent in the use of gasoline and an increase of 10.7 percent in its price. The possibility also is held out that the price could rise to a level between $2.50 and $2.80 per gallon.

Consumption of motor oils and lubricants is expected to show little growth during the period because of the shift to the newer smaller cars that have smaller crankcase capacities and the use of new oils that permit longer drain intervals. Hence, most of the expansion in lubricant sales will reflect price boosts averaging 9 percent per annum.

• An emergent marketing trend in the 1981-1985 period, F&S said, will be the reentry of some gasoline marketers as serious competitors for auto service, parts and accessories, although not on the scale of the 1960s.

Motor-fuel sales will be the largest component of the auto aftermarket, with annual volume predicted by the study to rise 9 percent yearly, from $106.5 billion in 1981 to $150.5 billion in 1985. Five-year volume will reach $637 billion.

F&S said the 1981-1985 span will increase pressure on crude-poor oil companies because rising wholesale and retail prices will not keep pace with higher costs.

This will continue the elimination of unprofitable territories and outlets, with an emphasis on company-owned-and-managed retail operations in high-traffic metropolitan locations, according to F&S.

Simultaneously, according to the report, weaker oil jobbers will be eliminated, paving the way for super jobbers. They also should inherit large networks of gas stations surrendered by the oil companies.

TBA and chemical products, according to the study, will represent a five-year market of $140 billion, growing at an annual rate of 11.6 percent, from $22.4 billion in 1981 to $34.1 billion in 1985.

The outlook in this segment is for decreasing sales of such items as radial tires and batteries, because of longer product life. However, F&S said this will be more than offset by higher raw material and manufacturing costs.

Where Auto Market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	142,003	18.59
COMPACT	156,028	20.43
INTERMEDIATE	148,235	19.41
STANDARD	65,738	8.61
LUXURY	31,589	4.14
IMPORT	220,071	28.82
TOTAL	763,664	100.00

Chain of auto prep centers launched by Polyglycoat

Continued from Page 14

the new-car customer through his dealer. We won't change that.

"But if the dealer wants to use our center as his aftermarket car service and accessorizing center, so that he can reduce his overhead and labor costs, then we'd have a mutually rewarding relationship," Fiveson said.

The various Polyglycoat chemical protections — paint sealant, rust shield, fabric and vinyl care and sound shield — are available only through new-car dealers, Fiveson said.

More recently, Polyglycoat has introduced mobile units or Polyglycoat vans that dealers can contact to provide the labor required for various programs and services.

"Our mobile units and the established Polyglycoat programs have already proved their worth in the field," Fiveson said.

"By expanding into the prep-center concept we are relieving the new-car dealer of a heavy financial and labor burden, providing quality guaranteed service and improving the participating dealer's image with his customer.

"It's a win-win situation for customer and dealer alike," he said.

According to Fiveson, approximately 10,000 automobile dealers in 50 states and seven foreign countries are selling and applying the Polyglycoat products.

Ford launches service promotion for dealerships

Continued from Page 14

ials offered by participating dealers."

The mailing for the sweepstakes includes an official entry form, which pictures an oldtime safe. Inside a pop-open panel on the safe are three "gold bars." When scratched, the bars reveal the "secret winning combination." At a dealership, the customer can dial the combination on the display vault on the sweepstakes display and know immediately which prize he or she has won.

The sweepstakes is part of the division's Response '81 program, which consists of six direct-mail merchandising programs to owners of 1975-1980 Ford-built vehicles.

More than 4,200 participating Ford and L-M dealerships throughout the U. S. are offering service specials.

"Dealership customers may enter a second-chance drawing for all of the merchandise prizes that are unclaimed by April 30," Chave said. "About one and a quarter million people entered the second chance drawing in a similar program last year."

Last year's sweepstakes program, which drew approximately 500,000 persons to dealerships, earned the division the Gold Echo Award by the Direct Mail/Marketing Association, Inc. No purchases are necessary to win a prize in the sweepstakes.

Nevin succeeds Riley as Firestone chairman

AKRON.—John J. Nevin, 54, president and chief executive of Firestone Tire & Rubber Co., has been elected to the additional post of board chairman. He succeeds Richard A. Riley, 65, who retires March 31.

Nevin joined Firestone in 1979 as president and chief operating officer and became chief executive in 1980. He came to Firestone from Zenith Radio Corp., where he was chairman. He was marketing vice president for Ford Motor Co. from 1969 to 1971 before joining Zenith. Riley, a 42-year Firestone veteran, has been chairman since 1976.

College donation by Buick

Buick presented six automotive engines to Blue Ridge Mountain Community College, Wayers Cave, Va., for instructional use in its automotive analysis and repair program. From left are Eddie Bumbaugh, sales manager, Bumbaugh Buick, Harrisonburg, Va.; Thomas E. Mayer, assistant professor, BRMCC automotive analysis and repair program; J. C. Hill, Buick district service manager, and Dr. James A. Armstrong, BRMCC president.

Toyota getting a run for its money from Datsun in key areas

L.A., New York, San Francisco top import markets

By Joseph Bohn
Marketing Editor

The metro Los Angeles, New York and San Francisco markets are by far the three most important import sales areas, a survey of top ADI (Area of Dominant Influence) markets for five leading companies shows.

California as a whole contributed four of the top 28 markets, with San Diego ranking 13th among the top 28 and Sacramento/Stockton, 15th.

Imports, while strong in Florida, really haven't penetrated the South to any great degree. Nashville, Memphis and New Orleans brought up the rear of the 28-city ranking, for example.

Automotive News' survey was based on ADI sales figures for calendar 1980 for combined cars and trucks, supplied by leading importers. The exception is Honda, which supplied model-year sales, based on a special ADI Polk registration report which similarly takes in metro markets.

Although Toyota has traditionally been pre-eminent in top markets, it is getting a run for its money from Datsun which has narrowed the gap in a number of key areas.

Datsun, for example, outsold Toyota last year in San Francisco, Philadelphia and Seattle/Tacoma.

Partially, this resulted from its strong truck sales.

A separate table, showing a breakdown of Datsun truck and car sales in top markets, indicates that Datsun retailed 4,120 trucks in San Francisco, its second-highest market.

Again, it sold 3,349 trucks in Seattle/Tacoma against 9,665 cars, its third-strongest truck market.

By contrast, Seattle/Tacoma ranks only 11th largest when total vehicle sales for Datsun are considered.

Other particularly strong truck markets are Portland, Dallas and the metro New York (part of New Jersey) area.

A third table indicates the month-by-month sales of Toyota.

Here, the numbers reveal that imports such as Toyota tend to have fairly strong month-by-month and season-by-season sales, in contrast with Detroit's car firms which are particularly strong in fall, dropping sharply in winter, and so forth.

January, February and March actually represented three of Toyota's strongest months last year, with sales of 36,722; 39,330 and 37,657, respectively.

Only July, with 38,359 sales, managed to rank with the winter period.

Imports as a rule are more tuned to availability than to the hoop-la of a routine yearly introductory period for successful sales.

Canceled VW leases facilities to Toyota deal

TRENTON, N. J. — Autobahn Motors, Inc., which lost its Volkswagen franchise, has decided to go out of business and has leased its facilities in suburban Lawrenceville to Johnny Pann's Toyota.

Autobahn voluntarily relinquished its Mercedes-Benz and BMW franchises after losing the VW franchise following a lengthy court action (Automotive News, Feb. 9).

TOP 25 DATSUN ADI SALES MARKETS

CALENDAR 1980

Market	Cars	Trucks	Total
Los Angeles/Orange County	51,800	11,218	63,018
New York/New Jersey	41,297	2,349	43,646
San Francisco	23,983	4,120	28,103
Philadelphia	15,893	1,571	17,464
Chicago	14,714	1,049	15,763
Boston	13,914	1,122	15,036
Washington, D. C.	12,674	1,576	14,250
Portland, Ore.	9,977	3,173	13,150
Seattle/Tacoma	9,665	3,349	13,014
Dallas/Ft. Worth	10,160	2,721	12,881
Miami	11,007	1,005	12,012
Atlanta	7,573	1,906	9,479
Hartford/New Haven	8,381	851	9,232
Denver	7,473	1,668	9,141
San Diego	6,723	2,176	8,899
Sacramento/Stockton	6,525	2,347	8,872
Tampa/St. Pete	6,864	1,209	8,073
Houston	6,434	1,621	8,055
Phoenix	5,547	2,282	7,829
Baltimore	6,583	801	7,384
Orlando/Daytona	5,851	1,082	6,933
Detroit	5,444	734	6,178
Memphis	4,834	1,329	6,163
Kansas City	5,083	944	6,027
Nashville	4,614	1,204	5,818
Salt Lake City *	NA	1,217	NA
Fresno *	NA	1,084	NA
New Orleans *	NA	975	NA
Little Rock *	NA	954	NA
Cleveland *	4,840	NA	NA

*Note: These markets are only included because they fell either into the top 25 car or truck markets; Only those numbers pertaining to their ranking in the top of either the truck or car category group are shown, although the company sold a combination of cars and trucks in all of these markets.

TOP 28 ADI IMPORT MARKETS

TOTAL VEHICLE SALES, 1980

Market	Toyota	Datsun	Honda	VW	Mazda	Total
Los Angeles/Orange County	79,173	63,018	32,619	17,986	13,028	205,824
New York	45,964	43,646	22,672	21,356	5,984	139,622
San Francisco	27,837	28,103	19,182	10,193	5,256	90,571
Philadelphia	16,258	17,464	13,840	9,715	1,909	59,186
Chicago	16,966	15,763	6,693	6,799	3,720	49,941
Boston	17,734	15,036	6,974	8,039	1,562	49,345
Washington, D. C.	16,031	14,250	10,166	6,614	2,120	49,181
Seattle/Tacoma	10,816	13,014	8,393	5,902	3,488	41,614
Miami	17,156	12,012	3,104	2,914	1,997	37,183
Portland	10,233	13,150	6,971	4,595	1,792	36,741
Atlanta	11,831	9,479	5,600	4,111	1,759	32,780
Dallas/Ft. Worth	10,002	12,881	4,871	3,169	1,664	32,587
San Diego	10,524	8,899	5,784	3,604	2,780	31,591
Houston	12,720	8,055	3,738	3,103	3,008	30,624
Denver	9,377	9,141	4,492	4,019	1,804	28,833
Sacramento/Stockton	7,545	8,872	5,563	3,226	820	26,026
Baltimore	8,217	7,384	3,851	2,703	1,348	23,503
Hartford/New Haven	6,999	9,232	3,819	2,773	589	23,412
Tampa/St. Pete	10,319	8,073	2,148	2,104	654	23,298
Detroit	7,503	6,178	3,861	3,906	1,336	22,784
Phoenix	6,898	7,829	2,349	2,047	1,424	20,547
Cleveland	6,627	5,454	3,765	3,018	884	19,748
Orlando/Daytona	8,160	6,933	2,015	1,728	699	19,535
St. Louis	6,840	5,572	2,414	2,243	1,488	18,557
Kansas City	4,067	6,027	2,237	1,837	1,072	15,240
New Orleans	6,854	4,979	1,109	545	708	14,195
Nashville	3,370	5,818	1,894	1,612	494	13,188
Memphis	3,682	6,163	1,166	752	596	12,359

*Note: All figures are 1980 calendar sales reported by manufacturers, except Honda whose numbers are based on 1980 model-year registrations from a specially prepared R. L. Polk registration report based on ADI markets.

MONTH BY MONTH ADI SALES

For Toyota for Calendar 1980 in the 25 Top U. S. Markets

Market	Y-T-D Sales	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Los Angeles	79,173	7,713	8,453	7,443	5,888	6,597	6,324	7,168	7,619	6,395	5,000	4,835	5,738
New York	45,964	4,845	3,892	4,211	3,965	2,559	4,956	4,223	4,441	3,238	3,088	3,050	3,496
San Francisco	27,837	2,741	2,724	2,389	1,772	2,081	2,114	2,666	2,911	2,520	2,026	1,877	2,016
Boston	17,734	1,594	1,333	2,015	1,414	1,583	1,635	1,874	1,408	1,581	1,135	1,004	1,158
Miami	17,156	1,637	1,823	1,558	1,407	1,398	1,425	1,523	1,357	1,529	1,082	1,142	1,275
Chicago	16,966	1,150	1,609	1,632	1,291	1,346	1,793	1,733	1,487	1,219	1,236	1,116	1,352
Philadelphia	16,258	1,716	1,697	1,646	1,103	1,051	1,365	1,997	1,277	1,132	1,091	1,005	1,178
Washington, D.C.	16,031	1,587	1,852	1,708	794	904	1,284	1,994	1,276	1,010	1,096	939	1,587
Houston	12,720	1,182	1,430	1,187	1,129	1,181	1,304	1,112	1,022	668	773	523	1,209
Atlanta	11,831	1,392	1,352	1,330	1,077	1,070	834	1,102	932	885	589	639	629
Seattle/Tacoma	10,816	999	1,156	1,090	839	877	935	1,054	994	935	624	568	741
San Diego	10,524	867	1,071	975	766	867	830	1,040	1,066	936	498	702	908
Tampa/St. Petersburg	10,319	1,043	1,071	995	781	871	835	1,018	917	885	521	775	607
Portland	10,233	794	1,096	932	703	862	899	927	1,126	775	637	651	769
Dallas/Ft. Worth	10,002	846	1,234	877	752	972	1,073	1,091	731	582	518	440	886
Denver	9,377	719	909	1,048	833	660	834	965	870	706	637	588	608
Baltimore	8,217	791	990	1,174	516	556	461	880	658	488	567	468	668
Orlando/Daytona	8,160	741	781	834	632	720	643	823	708	635	496	543	604
Sacramento/Stockton	7,545	776	809	639	422	571	628	782	724	647	522	480	545
Detroit	7,503	658	760	713	613	686	669	780	681	596	509	390	448
New Hartford	6,999	795	596	676	688	345	727	647	629	479	584	389	444
Phoenix	6,898	637	784	578	580	329	657	687	616	420	417	408	475
New Orleans	6,854	504	782	600	697	696	688	689	500	317	393	218	700
St. Louis	6,840	472	540	643	393	576	612	831	805	653	280	377	656
Cleveland	6,627	523	606	676	493	650	658	753	597	460	408	394	409
TOTAL	388,584	36,722	39,330	37,657	29,608	30,320	34,183	38,359	35,354	29,691	24,727	23,521	29,112

Deep trouble brewing for U.S. parts suppliers

Their employment may drop 400,000

By Francis J. Gawronski
Service Editor

The U. S. automotive parts suppliers are in deep trouble.

This is the conclusion reached in a new study of the automotive industry conducted jointly by the Michigan Manufacturers Assn. (MMA), and Arthur Andersen & Co., Detroit, the international accounting firm.

Based on the projection of accelerated competition from foreign parts manufacturers and the reluctance of financial institutions to provide the money needed by the auto makers and parts suppliers to build new plants and install the equipment needed to build smaller cars, the study predicted "an employment drop of up to 400,000 workers is likely to occur among U. S. auto parts suppliers, who employ two persons for each vehicle manufacturer employe."

The study, entitled Worldwide Competitiveness of the U. S. Automotive Industry and Its Parts Suppliers During the 1980s, indicated that increased competition in the parts industry, coupled with the movement of more parts manufacturers into other fields, will result in the doubling of imported parts in American-built cars by 1990.

The study used the Delphi forecasting process, which generates a consensus from a group of experts regarding future events. Top-level personnel from parts supplier companies, banks and investment banking firms, federal, state and local governments and capital equipment suppliers participated in the study.

"The survey predictions identify a need for industry, government, labor and financial community cooperation in developing solutions to auto industry problems," said John Thodis, MMA president. "The forecasts also indicate that the declining ability of the [illegible] industry to compete with foreign manufacturers may be symptomatic of other major U. S. manufacturing industry as well."

Peter Van Hull, the Arthur Andersen partner who organized the study, said the findings point up the severity of problems within U. S. auto supplier companies, which employ twice as many workers as the auto manufacturers.

"Much debate has focused on the U. S. vehicle manufacturers' problems and potential solutions, while the importance of U. S. parts suppliers has gone almost unnoticed," Van Hull said.

Like the vehicle manufacturers, parts suppliers face intensifying foreign competition, the study indicated. The competition is partially initiated by U. S. auto manufacturers who import foreign parts and establish major assembly and parts production operations in foreign facilities in order to fulfill foreign trade agreements and content laws, or produce in a less expensive business climate.

Van Hull also said solving the industry's problems will require the cooperation of labor, government, parts makers and bankers. However, he said financial institutions are very interested in providing the money.

"In light of the slow market growth, nearly half of the financial panelists do not believe the required U. S. auto industry investment to be economically feasible," Van Hull said.

Key points from the forecast

Continued on Page E-30, Col. 1

177 selections for 27 makes

Importers increase number of models

By John K. Teahen Jr.
Managing Editor

In the world of imported cars, the sales boom has been accompanied by an increase in the number of models offered to U.S. customers.

The annual AUTOMOTIVE NEWS check found that the leading imported makes had 177 selections on March 1, compared with a revised count of 156 a year earlier.

Two years ago, there were 158, and at this time in 1978 there were 150.

The current 177 selections are listed by 27 makes. Twenty-five of them were included in last year's tabulation. The newcomers are Isuzu from Japan and Rover from Great Britain. The 25 carryover marques accounted for virtually all of the imported cars sold in this country in 1980.

One of those counted last year has dropped out of the car market. Arrow, the Japanese line imported for Plymouth by Chrysler Corp., now offers only pickup trucks. Trucks are not included in this compilation.

Some of the 177 cars are 1980 models, which are still on sale. In some cases, there will be no '81; in others, the '81 hadn't been priced as of March 1.

Two-doors dominant

Two-door models (sedans, coupes, hatchbacks) dominate the import ranks, just as they dominate the domestic field. More than half of the foreign offerings are two-doors — 96 of 177. Four-door sedans are a distant second with 50.

Some of the importers call their hatchbacks three-door or five-door models. They're counted as two-doors or four-doors here because that's the number of side doors they have.

As in past years, the imports have one segment of the market all to themselves—convertibles. The domestic makers haven't offered this body style in several years, and the leading imports currently list 10.

Triumph has three of them; Fiat has two, and there is one each for Volkswagen, Alfa Romeo, MG, Mercedes-Benz and Porsche. The total includes the Fiat X 1/9, the Porsche 911-SC Targa and the Mercedes-Benz 380-SL, which are coupe/roadster units with removable hard tops.

As of March 1, the leading imports had 50 four-door sedans, 96 two-doors, 10 convertibles and 21 station wagons.

A year ago, the breakdown was 37 four-door sedans, 90 two-doors, 9 convertibles and 20 wagons.

By country of origin, Japan is the leader by an overwhelming margin. The 10 Japanese makes offer 99 models in the U. S., three times as many as the 33 listed for the West German lines.

Totals for other countries are: Sweden, 15; France, 11; Italy, 10, and Great Britain, 9.

Toyota is the individual kingpin in the model count, just as it is in the sales standings. Toyota has 27. Datsun is second with 20, followed by Subaru with 16 and Mazda with 15. Also in double figures are Honda, Mercedes-Benz and Volvo with 10 apiece.

Totals for other leading import sellers are: Fiat, 7; Volkswagen, 7; Audi, 6; Renault, 6; Peugeot, 5; Porsche, 5; Saab, 5; Triumph, 5; BMW, 4; Champ, 3; Colt, 3; Isuzu, 3; Jaguar, 2; Lancia, 2; Alfa Romeo, 1; Challenger, 1; Fiesta, 1; MG, 1; Rover, 1, and Sapporo, 1.

The Volkswagen figure omits the Rabbits made in the U. S. They are included in the domestic count. There currently are six U.S.-built Rabbit choices.

The Toyota total is higher than that of any domestic make except Ford, which has 37.

Chevrolet has 27, the same as Toyota, but its total will rise when the J-car is introduced. Pontiac, with 25, also will grow with the debut of the J-car and the T-1000.

In counting import models, AUTOMOTIVE NEWS uses the same criteria as in tabulating U. S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel) does not necessarily constitute a separate model.

The import total of 177 models compares with 245 at this time for the domestic makes. The domestic total will climb when the General Motors J-cars and the Pontiac T-1000 arrive and when Ford Motor's EXP and LN7 go on sale.

For the imports, 28 percent of the models offered are four-door sedans, compared with 33 percent for the domestics. The imports have a higher percentage of two-doors — 54 percent vs. 49 percent for the U. S. lines.

Wagons make up 12 percent of the import offerings and 18 percent of the domestic choices. The other 6 percent of the imports are convertibles.

All station wagons are four-door models for both the imports and the domestics. The U. S. makes had five two-door wagons a year ago (Ford Pinto and Mercury Bobcat), but they're gone now.

Here's how the 27 leading imports compare with the domestics in number of models offered:

	Imports	Domestics
4-door cars	50	80
2-door cars	96	121
Convertibles	10	0
Station wagons	21	44
Totals	177	245

Model totals for other imported makes include Rolls-Royce, 5; Lotus, 5; Bentley, 3; Aston Martin, 3; Ferrari, 3, and Maserati, 2.

MODELS OFFERED BY LEADING IMPORTS
AS OF MARCH 1, 1981

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	(March 1, 1981 Totals)	(March 1, 1980 Totals)
Alfa Romeo	0	0	1	0	1	(3)
Arrow	0	0	0	0	0	(2)
Audi	4	2	0	0	6	(4)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	0	3	0	0	3	(2)
Colt	0	3	0	0	3	(3)
Datsun	5	11	0	4	20	(23)
Fiat	2	3	2	0	7	(7)
Fiesta	0	1	0	0	1	(1)
Honda	2	7	0	1	10	(10)
Isuzu	1	2	0	0	3	(0)
Jaguar	2	0	0	0	2	(2)
Lancia	0	2	0	0	2	(4)
Mazda	5	9	0	1	15	(9)
Mercedes-Benz	5	3	1	1	10	(11)
MG	0	0	1	0	1	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	1	0	5	(5)
Renault	2	2	0	2	6	(2)
Rover	1	0	0	0	1	(0)
Saab	2	3	0	0	5	(5)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(14)
Toyota	6	18	0	3	27	(23)
Triumph	0	2	3	0	5	(3)
Volkswagen*	2	3	1	1	7	(5)
Volvo	3	4	0	3	10	(8)
TOTALS	50	96	10	21	177	
TOTALS (March 1, 1980)	37	90	9	20		(156)

*—Volkswagen totals do not include U.S.-built Rabbits.

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Prices scoot upward in last 12 months

The average increase was $812.60, biggest increase in 12 years

By John K. Teahen Jr.
Managing Editor

Imported-car prices scooted up by sizeable amounts during the past 12 months, the annual AUTOMOTIVE NEWS analysis discloses.

The best-selling models show an average increase of $812.60, or 15.78 percent, for the year ended March 1. This is more than four times as much as the hike of $187.89 the previous year, and it also topped the boost of $690 found in the 1979 survey.

It was the greatest increase in the 12 years that AUTOMOTIVE NEWS has been making this annual industrywide check.

Inflation was a major culprit as import prices went up and up. Inflation is not an American phenomenon; it's worldwide, and the imports are affected on both sides of the pond. There are higher manufacturing costs at home, higher ocean-freight fees and higher distribution costs and other business expenses in this country.

The average increase of $812.60 was based on a comparison of 68 models offered by 13 makes. Cutoff point was $7,500. Cars in this group accounted for 71.5 percent of the imported autos sold in the U. S. last year.

Each year in reporting on the price check, it's necessary to say a word about the cutoff point for the so-called "popular-priced" models. It's now up to $7,500. That's high, but as any customer knows, the under-$4,000 new car is gone, and the under-$5,000 car is fast disappearing. This applies to both domestic and imported models.

Only 8 below $5,000

Among the imports, there are only eight models priced below $5,000, and several of them will move over that figure in the next price increase. The import price leader is the Subaru standard hatchback at $4,399.

A year ago, incidentally, there were five imports below $4,000. Now there are none.

The 68 models in the under-$7,500 comparison are offered by Toyota, Datsun, Honda, Subaru, Mazda, Fiesta, Champ, Colt, Renault, Fiat, Sapporo, Challenger and Triumph.

Eight of the 13 makes show increases above the $812.60 average, with Mazda leading the pack at $1,171. Honda, up $1,071, was next.

(After the survey was made, Mazda raised prices another $200 on the models in this segment.)

Chrysler Corp.'s sporty coupes, the Dodge Challenger and Plymouth Sapporo, rose $895 and $885, respectively. The average hike was $850 for Fiat and $841 for Datsun.

See price list on E-12.

Plymouth Champ and Dodge Colt just about hit the average on the nose with boosts of $814.

Below-average increases were made by Renault, $660; Subaru, $668, and Toyota, $758.

Triumph Spitfire is unchanged since last year, and Ford Fiesta is up $241. However, these are 1980 models. There will be no 1981 Fiesta, and the '81 Triumph had not been priced when the check was made.

These increases apply only to the models priced below $7,500. In the case of makes that also offer more-expensive units, the average for the entire line would generally be higher.

Volkswagen Rabbit hatchbacks were not included in the study because all of them (gasoline and diesel) were made in the U. S. during the period covered. For the record, the Rabbit increase averaged $826, about the same as the average for all the imports checked.

Imported cars in the medium-price range—$7,501 to $15,000—have gone up an average of $1,067.34, or 11.72 percent, in the past 12 months. A year ago, the survey found a boost of $839.20, or 10.49 percent, for this group.

This comparison included 39 models offered by 15 makes. The medium class garnered 24.5 percent of import sales in the U. S. last year.

In the group are all models offered for the entire period by Audi, Alfa Romeo, Lancia, MG, Peugeot, Saab and Volkswagen. (All imported VWs are in this category.) The BMW 320i and Volvos below the GLE series also fall in this segment.

Medium class

The medium class is far-reaching, embracing the more luxurious (and more expensive) series of marques in the popular-price field. Cars like the Datsun 280-ZX, the Fiat Brava, X 1/9 and Spider, the Honda Prelude and top-line Accords, the Mazda RX-7, the Toyota Celica Supra, Corona Luxury Edition and Cressida and the Triumph TR-7 and TR-8.

Nine of the 15 makes in the medium-price comparison have increased prices more than the average of $1,067.34 for the entire group. Biggest boost was $2,480 on the Alfa Romeo Spider Veloce convertible, the only model Alfa is pricing these days.

Elsewhere, average hikes were $1,838 for Saab, $1,528 for Toyota, $1,462 for the single Peugeot compared, $1,381 for Volvo, $1,350 for Mazda, $1,260 for Honda, $1,150 for Datsun and $1,085 for BMW.

(After the survey was made, Mazda raised prices another $400 on its RX-7 models.)

Below-average boosts were registered by Audi, up $405; VW, $699; Lancia, $772, and Fiat, $775. Triumph and MG are unchanged from a year ago, but the figures are for 1980 models. The '81 Triumphs have not been priced, and MG production has ended.

For the luxury class — imports priced at $15,000 and above —the study showed an average increase of $2,235.96, or 8.47 percent. This was less than the year-ago hike of $3,953.92, or 17.65 percent.

The luxury comparison included 23 models offered by Mercedes-Benz, BMW, Porsche, Jaguar and Volvo. The luxury class had 4 percent of the import market in the U. S. last year.

By makes, increases averaged $4,550 for Jaguar, $2,655 for BMW, $2,617 for Mercedes-Benz, $1,970 for Volvo and $457 for Porsche. Some 1981 Porsches had not been priced as of March 1. For Jaguar, one model was a 1981 vs. a 1979 (the '80 hadn't been priced at this time last year), and the other Jaguar was an '80 vs. a '79.

Some other makes now have models in the $15,000-and-up class (Audi, Peugeot, Rover, Saab), but they were not on the market a year ago and thus could not be used in this comparison.

In each of the three classes—popular-priced, medium-priced and luxury—the AUTOMOTIVE NEWS analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were used.

Prices considered were Manufacturer's Suggested Retail Prices or Port of Entry prices. Where prices differ by geographical areas, East Coast prices were used.

Data on changes was based on an arithmetical comparison of prices in effect on March 1 of this year with those in effect a year ago. There was no sales-weighting, and no adjustment was made for year-to-year equipment changes.

Import sales slow up in '80

All Japanese makes but Mitsubishi gain

By Kathleen Hamilton
News Editor

Import-car dealers had more than high floor-planning costs to take the glow off those rosy, record-breaking 1980 sales figures.

Dealers for nearly half the Top 20 import makes averaged fewer sales in '80 than they did in '79. And the import makes that did boost their average sales per outlet didn't make the big leaps that have been common in recent years.

The gainers this year included all the Japanese makes except Dodge's Mitsubishi - built Colt. Dealers whose averages showed the biggest losses sold MGs (now out of production in England), Renaults (as American Motors dealers by the hundreds were added to the network, dragging down the sales average) and Fiats (whose sales nosedived nearly 37 percent from '79 levels.)

Japan's Big 3

Toyota dealers fared best in 1980. Their average sales increased 56 units over last year's record.

In the 22 years that AUTOMOTIVE NEWS has been compiling the average sales of import dealers, there was only one year and one make above the Toyota dealers' 1980 record of 541 sales. The year was 1968. The make was Volkswagen. The record: Only one more sale per outlet, 542.

Toyota took over the No. One spot in the sales-per-dealer list from VW during 1975. It has held onto it ever since, with the exception of 1979, when Honda inched into the lead.

Honda dealers had their sixth consecutive record year in 1980, averaging 496 sales each. That was eight more sales than in '79, but it didn't keep pace with Toyota's increase of 56.

Datsun retained its No. 3 spot as its dealers averaged 30 more sales in '80 than they had in record-breaking 1979.

After the Big Three of the imports closed their books for 1980, their dealers' average sales differed by only 66 units.

European losses

Volkswagen dealers, even when bolstered by Westmoreland Rabbits, averaged 264 sales in '80—211 cars less than the third-ranked Datsun, and 10 units fewer than in '79. Still, VW held onto its No. 4 spot on the list.

Porsche dealers averaged 11 fewer sales than in 1979, and Audi dealers were down only one unit.

The biggest loser on the '80 sales-per-dealer list was MG, off 31 from last year. But the second half of the year brought some good news for those carrying the discontinued model: Sales averaged 25 in the second half, compared with only 15 in the first.

And since the vast majority of MG dealers also handle Triumph, that make's year-to-year increase of eight sales per dealer also helped mitigate the MG loss.

Fiat dealers weren't as well off. Their average sales declined 29, even in a year when the dealer network declined 9 per-

Continued on Page E-19, Col. 1

IMPORT SALES PER OUTLET, 1971-1980

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Toyota	541	485	423	479	347	295	251	307	282	309
Honda	496	488	396	339	252	214	109	132	86	66
Datsun	475	445	323	384	279	280	200	250	187	198
VW	264	274	213	252	187	232	283	401	372	430
Mazda	213	213	114	95	69	154	182	357	203	126
Subaru	191	175	145	118	76	72	41	71	28	19
Volvo	140	136	120	103	89	126	120	145	126	128
Mercedes	132	130	115	119	107	112	98	110	103	99
BMW	103	98	92	93	89	68	60	54	47	40
Audi	97	98	95	85	79	124	150	168	111	109
Fiat	61	90	89	93	85	140	105	87	80	68
Triumph	45	37	45	77	72	59	48	54	51	47
Saab	44	46	48	42	29	35	33	46	41	40
Peugeot	42	42	32	35	32	42	29	17	16	20
MG	40	71	68	84	63	58	50	58	51	54
Porsche	32	43	54	65	47	54	71	87	81	93
Champ/Arrow	27	22	15	28	—	—	—	—	—	—
Colt	24	27	21	37	26	33	25	23	27	46
Renault	24	44	47	46	24	26	28	27	27	40
Fiesta	13	14	14	—	—	—	—	—	—	—

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports

1980 Position	Make	1979 Position
1—541	Toyota	485— 2
2—496	Honda	488— 1
3—475	Datsun	445— 3
4—264	VW*	274— 4
5—213	Mazda	213— 5
6—191	Subaru	175— 6
7—140	Volvo	136— 7
8—132	Mercedes	130— 8
9—103	BMW	98— 9
10— 97	Audi	98— 9
11— 61	Fiat	90—11
12— 45	Triumph	37—17
13— 44	Saab	46—13
14— 42	Peugeot	42—16
15— 40	MG	71—12
16— 32	Porsche	43—15
17— 27	Champ/Arrow	22—19
18— 24	Colt	27—18
18— 24	Renault	44—14
20— 13	Fiesta	14—**

*—Includes U.S.-built Volkswagens.
**—Not in the Top 20 in 1980.

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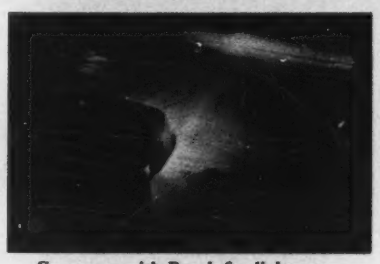
To help boost sales of this profitable option, Bosch designed a customized showroom display for all the cars listed below. Each attractive display comes with informative brochures to help you close the sale.

Car with Bosch fog lights off. Start of "S" curve visible.



Same car with Bosch fog lights on. Complete "S" curve visible.

Bosch beam 60% wider

Bosch fog lights (legal in all 50 states) improve visibility in every kind of bad weather. A bright beam cuts underneath, skimming the pavement and reducing the dangerous glare of reflected light.

Even in clear weather, visibility can be a problem on narrow twisting roads. The extra-wide Bosch beam sweeps the road for a full 108°. That's 60° wider than conventional headlights.

As for appearance, Bosch designed their lights to give that stylish, factory-installed look that adds so much to a car's appeal.

Tested by manufacturer

Bosch fog lights are approved for dealer installation by all of the following automobile manufacturers: ***Alfa Romeo, Audi, BMW, Fiat, Jaguar, Lancia, Mazda, MG, Peugeot, Porsche, Saab, Subaru, Toyota, Triumph, Volkswagen, Volvo.***

Each manufacturer tests Bosch fog lights to assure compliance with their own stringent quality standards. They also review and approve installation instructions in detail.

That's why you and your customer can rely on instructions specifically written to suit the electrical systems of

cent. Like most import makes, Fiat's second-half sales per dealer (26) fell short of its first-half total (35).

The other big loser in 1980 was the Renault network, with sales-per-outlet down 20 from the '79 total. That's the lowest Renault average since 1964.

But the good news is that Renault's year-to-year sales actually increased—by more than 34 percent. They just didn't keep pace with the 78-percent increase in the number of Renault dealers, as AMC and Renault prep their network for the '82½ Renault that is to be built in large numbers at Kenosha, Wis.

Dealers suffering small losses in '80 handled Saab, down an average of two sales per outlet; Ford's German Fiesta, down an average of one sale, and Dodge's Mitsubishi-built Colt, down three.

Top 20

Dodge's other captive import, Challenger, didn't make the Top 20 list.

The list is comprised of the 20 makes with the highest average sales per franchise but excludes those makes selling less than 6,000 units a year. Challenger and Plymouth's captive Saporro sold enough but didn't make the Top 20.

Top 20 sales represented 98.8 percent of all import-car sales in the U. S.

Average sales for the Top 20 were the lowest since 1976.

Even so, there were seven records set: Honda, Toyota and Datsun have already been mentioned.

Subaru's 191 was up 16 from its 1979 record, making 1980 the sixth consecutive record year for its dealers.

Mercedes-Benz, with 132 was up two from its 1979 record; BMW, with 103 was up five from 1979's record high, and Peugeot, with 42, tied its record totals of 1979 and 1975.

Other makes to register gains without setting records were the Plymouth Arrow/Champ, up five from the '79 average, and Volvo, up four.

Mazda and Peugeot registered no changes in sales per outlet from '79.

In the U. S. market including both domestic and import sales per outlet, Toyota was the leader by a wide margin. Imports captured the first three spots in sales per dealer among all cars sold in the U. S. in 1980.

Toyota averaged 541 sales per outlet last year, followed by Honda with 496 and Datsun with 475.

Chevrolet, the domestic pacesetter with 303, was fourth overall. Volkswagen was fifth with 264. The VW total includes U. S.-built and imported models.

Rounding out 1980's Top Ten were Oldsmobile, Buick, Mazda, Ford and Pontiac.

In 1979, Honda was the leader in sales per dealer with Toyota second and Datsun third.

Peugeot adds six more dealers

LYNDHURST, N. J.—Peugeot has added six dealers in five states. The newly franchised outlets are:

Bob Marco Buick, Inc., Houston; John Sardis, Houston; Shelby Motors, Inc., Champaign, Ill.; Superb Motors, Nashville; Bart Roach Datsun, Little Rock, and Trice Juron Ford, Saratoga Springs, N. Y.

SALES PER OUTLET

DOMESTIC AND IMPORTED CARS
TOP TEN

1980 Position	Make	1979 Position
1—541	Toyota	485— 2
2—496	Honda	488— 1
3—475	Datsun	445— 3
4—303	Chevrolet	364— 4
5—264	VW	274— 6
6—251	Oldsmobile	286— 5
7—239	Buick	234— 9
8—213	Mazda	213—10
9—204	Ford	267— 7
10—195	Pontiac	241— 8

VW building the world car

Continued from E-8

country-by-country breakdown of where Volkswagenwerk AG vehicles are built:

West Germany—Derby, Polo, Golf, Jetta, Transporter, Transporter Lasten and MAN trucks, Passat, Audi 80 (Audi 4000), Scirocco, Rabbit convertible, Audi 100 (Audi 5000), Audi 200 (Audi Turbo), Audi Avant (a hatchback Audi 5000), Audi Coupe, Audi Quattro, (a powerful rally car) and the Iltis (a four-wheel-drive off-road vehicle).

United States—Rabbit and Rabbit pickup.

Brazil—Beetle, Brasilia (a hybrid) and Beetle, Gol (Rabbit type with an air-cooled, front-drive, front-engine), Passat (Dasher) and Commercial (Type 2).

Mexico—Beetle, Brasilia, Caribe (Rabbit), Safari (Thing) and Commercial.

Argentina—Beetle, Passat, Audi 4000, Audi 5000, Type 2—van, bus, pickup.

South Africa—Golf, Passat, Audi 4000, Audi 5000, Jetta and Commercial.

Nigeria—Beetle, Brasilia, Passat and Audi 100 (Audi 5000).

Belgium—Passat and Golf.

Yugoslavia—Golf and Jetta.

Ford Argentina plans $25 million painting facility

BUENOS AIRES. — Ford Argentina plans to build a $25 million auto paint plant at the Ford facility at General Pacheco, north of here.

The company said the paint plant, due to open in early 1982, will use the same technology employed by Ford in the U. S. and Europe.

The plant brings to $491 million the funds Ford plans to reinvest through 1984 to expand output. A $197 million truck and utility vehicle plant in General Pacheco also will open in 1982.

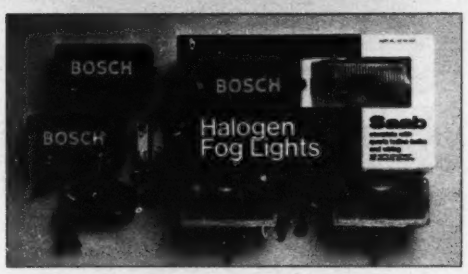
In late December, Ford Argentina also launched a new car model, the Taunus 81, a local version of the Taunus manufactured by Ford in West Germany and the Italian-made Ghia.

Ford now holds nearly 40 percent of the Argentine vehicle market. The firm produced 104,141 of the 264,376 vehicles manufactured during the first 11 months of 1980, compared with 78,753 of 235,891 during the same period in 1979.

The firm's output is expected to surpass 110,000 units in 1981.

your customers see better fog lights

the cars you sell. Illustrations clearly show where to mount the lights, which wires to connect and where to connect them. You even get directions on aiming lights for maximum performance.



Handy customized Bosch Fog Light Kit contains hardware needed for immediate installation

Parts supplied for easy installation

Most other fog lights are sold without the hardware needed to install them. In the Bosch kit you get a prewired harness containing relay, fuse holder and toggle switch. You get bulbs, connectors, grommet, washers, screws. For most makes and models this is all the hardware you need for *immediate installation.*

These easy-to-install kits will appeal both to your busy service people and to the customer who enjoys doing it himself.

How to sell more fog lights

Bertles Imports, of South Bend, Indiana, has sold Bosch fog lights for over 10 years. Here are a few things Bertles sales and service people have found successful in stimulating customer interest.

1. Have every salesman install Bosch fog lights on his own automobile. This will afford personal experience with the product so he can talk with conviction.
2. Have the lights installed on all demonstration models. There may not be many opportunities to use them but they give every car that high performance look.
3. Recognize that prime prospects are rural customers and others who need that extra-wide Bosch beam especially on poorly-lit or winding roads.
4. Sell a customer once and chances are he'll want a set of Bosch fog lights on every car he buys. Repeat sales will be a big part of your business.

Order your free Bosch fog light display

If you sell any of the automobiles listed here, contact your vehicle manufacturer's parts department for Bosch fog lights and your customized showroom display.

ROBERT BOSCH

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BEST AVAILABLE COPY

The warning: Many parts makers face extinction unless they move to globalize their industry now

By Francis J. Gawronski
Service Editor

DEARBORN. — An alarming picture for the automotive components industry was portrayed here by Henry P. Allessio, senior vice president, Hayes/Hill, Inc., a New York based international management consulting firm.

Speaking to the Automotive Market Research Council, Allessio warned that many of these manufacturers face corporate extinction if "they continue in the same way with their products, businesses and geographic markets of today."

This in part, he said, is the driving force behind the technological, marketing and competitive trends evident in the world auto industry.

Allessio, however, offered a solution to the problem facing the automotive components makers by suggesting that the key to avoiding corporate extinction is — what he terms — "globalizing."

U. S. auto component makers are now pressured by two significant trends which, Allessio said, are symptomatic of a general globalizing of industry: One, the growing corporate investment in America by overseas auto and auto parts makers and, two, concurrently, the increase in imported components by original equipment manufacturers (OEMs).

Foreign trend

Total foreign investment in the U. S. has increased sharply since 1973—from $20.6 billion to $39.7 billion in 1978, he said. The automotive industry has been one of the active segments.

Allesio said a recent Hayes/Hill analysis of more than 70 foreign investments in the U. S. in the auto components industry produced some interesting trends.

He said 75 percent of the investments were European (with 70 percent of this total being German or British), while the remainder of the investments were Japanese.

The majority of the German investments and virtually all Japanese investments were in plant startups or the acquisition of facilities, as opposed to the majority of other European investments, including the United Kingdom, which have been acquisitions or equity joint venture participation.

Allessio said the supporting reasons for corporate foreign investment are many. Some of these, he said, include:

1. Many overseas parts manufacturers are investing in the U. S. because some of their own OEMs such as Volkswagen and Honda have built American plants and they want to service these customers better. This is tactical. There are, however, more and deeper reasons for U. S. investment.

2. Generally, local markets for foreign components suppliers are far more limited in size and growth than the U. S. market.

3. Alternative geographic markets (i.e., countries other than the "home" country of the components suppliers) tend to be either small or parochial in nature relative to the U. S.

4. Detroit's shift to compact cars has increased demand for parts the Japanese and Europeans have long been producing and selling worldwide.

Free enterprise

5. The free enterprise system in the U. S. is more supportive of marketing activities here than in other countries. Market entry is relatively easy. Entry options are broad and include acquisition, joint venture, licensing, construction of new facilities, product sales and distribution.

For example, he said, 50 Japanese parts makers already have some representation in the U. S., according to Japanese Auto Parts Industries Assn. (JAPIA). Eighty percent of their total component sales are to either U. S. or Japanese OEMs.

Also, the Japanese have opted for many means of entry. Of the 1,000 licensing agreements between Japanese auto parts companies and foreign companies, over 600 are with American partners, including Borg-Warner, Eaton and TRW.

Also, key Japanese firms have either built facilities here or are presently contemplating such action. Included are potential competitors of U. S. firms such as NGK Spark Plug, Nippon Oil Seal Industry, Izumi Motor, Nippon Cable Systems, Yuasa Battery and Stanley Electric, he said.

6. Management freedom is greater than in the rest of the industrialized world. This is particularly attractive for German companies, accustomed to co-determination, as domestic companies generally don't have worker participation on boards of directors.

7. The U. S. is perhaps the safest "haven" for investment capital in the world.

8. Ante cost can be relatively low and capital more available.

9. Investment in the U. S. also provides a hedge against the threat of import quotas.

10. Successful acquisition and ventures by foreign companies in the U. S. have fed on themselves and attracted still more interested companies to the arena.

The increase of imported components by U. S. OEMs has become a sensitive issue, according to Allessio.

"The three top American auto OEMs produced nearly nine million cars in 1979," he said. "To do this they spent over $50 billion a year for parts. No one knows exactly what percent is for imports, but all agree it is rising. It could be 10 percent by 1985 and 15 percent by 1990.

"We are talking about a $5 to $7.5-billion market," Allessio said. "Compare the purchases of domestic components by foreign OEMs. They buy in the million, not billions." (Refer to Chart One.)

Imported components

Looking at all forms of imported components, Allessio said there has been a 24 percent yearly growth since 1973. Japan represents nearly half and has grown at 30 percent per year.

Further analysis shows a big share of imports is knockdown units and the vast majority of the remainder is for production or OE use.

U. S. auto OEMs are now thinking in terms of a "world car" which can be assembled and marketed in different geographic areas. The reasons to import parts for a U. S. version, according to Allessio, are many. These include:

1. As with foreign investment, European and Japanese companies are experienced in manufacturing for the new down-scaled U. S. models.

2. Adding to the dilemma for U. S. manufacturers, GM and Ford both make many parts themselves in Europe and undoubtedly will use them for the smaller American cars when possible.

3. A big attraction of imports is low cost foreign suppliers who have often more efficient capacity and lower wage rates which undercut the competitiveness of U. S. suppliers.

4. Adding further to the problem for U. S. components makers is that the Big Three have been weighing huge investments in their own parts plants here and abroad against purchases of pieces. Often the U. S. investment appears more expensive. Many financial analysts see this trend as a short-term survival technique.

Capital drain

Analysis shows that imported production, or OE, components are mostly for Ford and Chrysler, who are trying to minimize capital drain, Allessio said. In only a few instances has GM imported parts for U. S. assembly.

However, in many cases the common ground seems to be technology, e.g., small car componentry, diesel engines and products for autos not trucks, front-wheel-drive configurations and rack-and-pinion steering units, he said.

The American auto industry, including the aftermarket, according to Allessio, is rapidly maturing, complicated by foreign companies which, in a fever pitch, are jockeying for positions in the worldwide lineup.

As the industry shakeout worldwide accelerates, Allessio said companies which do not strive for international positions will be seriously threatened.

Though globalizing is but one environmental force impacting the auto components industry, he urged auto companies to analyze specific issues and make difficult decisions in order to participate successfully in the future market.

Bigger market

"Components suppliers must recognize their market as all world vehicles lest their businesses atrophy to only domestic markets," he said. "This domestic-only position risks being a temporary survival measure.

"A foreign supplier could succeed in globalizing, create a comparative advantage that displaces parochial domestic suppliers. This is essential for OE suppliers.

"If you supply the aftermarket you should, at a minimum, broaden coverage to all world vehicles registered in the U. S.," Allessio said.

He recommended an analysis of future market demand be done with new techniques to defend against new suppliers.

He also stressed the need to invest in product and process development and cautioned the aftermarket supplier "not to fall asleep at the switch" as the OEMs did in the mid-1970s when their retooling efforts were not responsive to the market.

Allessio said analysis of delivered costs is a worthwhile exercise and that marketing, distribution and product development may be more critical than production costs.

Move facilities

He recommended moving facilities to the market as the answer for some products and, for others, the critical issue is adapting to a worldwide marketing function.

"I want to leave you not only with the fact that foreign companies are in your market in force, but also that there is a strategic gravity associated with their presence," he said. "They are not only surrounding us; they are holding our historical trump card — technology. (See Chart Two.)

"I call it the triple whammy. The importer/distributors have $6-700 million in sales. The imports of OE components are growing at 24 percent per year and projected to gain further inroads. Investments — acquisitions, new plants and joint ventures—are growing.

"If you expect history to repeat itself at least in the short term, this trend will continue," he said. "Success means knowing the competition—and your place in it."

Allessio posed questions to the components industry which he said may provide clues to a company's ability to survive.

Answers to these questions, he said, should identify sustainable comparative advantage, the merits of acquisition or internal development of technology, the rationale behind changing from aftermarket to OE, and the requirements for entering a foreign market alone or in partnership with a foreign company.

This, he said, is information companies must analyze to compete in today's global business.

TRIPLE WHAMMY EFFECT OF EQUIPMENT GLOBALIZATION
Foreign Made OE Requirements
(Imported for Production)

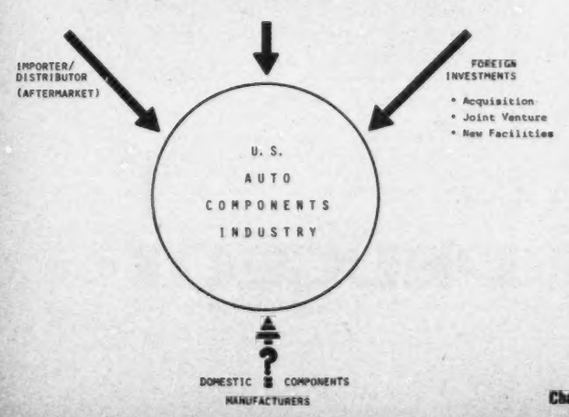
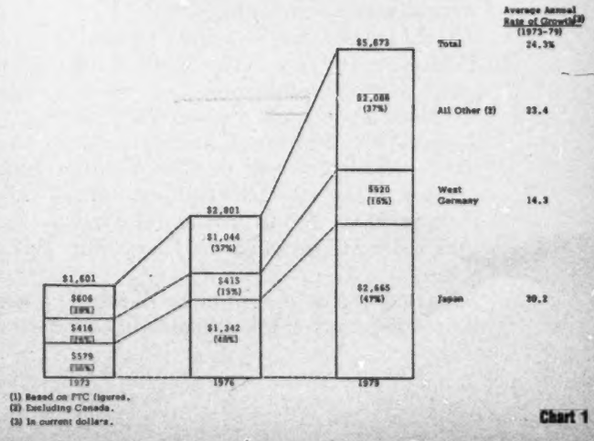


Chart 2

IMPORTED MOTOR VEHICLE PARTS (1)
(Millions of Dollars)



(1) Based on FTC figures.
(2) Excluding Canada.
(3) In current dollars.

Chart 1

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The total only decreased 1.4 percent in '80

Import dealers hang tough

By Kathleen Hamilton
News Editor

The import-dealer networks throughout the U. S. hung tough in 1980, despite huge losses of the domestic-car outlets which carried captive imports.

The import-dealer total was 16,681 on Jan. 1 of this year, compared with 16,919 a year earlier, AUTOMOTIVE NEWS reported.

The total decreased only 1.4 percent in 1980. The numerical loss was 238. In light of skyrocketing floor-planning costs and a mortality rate of 6.9 percent in the domestic-car dealership population, the import dealers had a pretty good year.

According to the annual AUTOMOTIVE NEWS census, domestic dealers handling non-captive imports swelled enough to almost cover the 8.7-percent decline in the number of domestic dealers carrying captive imports.

The captives — Ford Fiesta, Plymouth Arrow/Champ and Sapporo and Dodge Colt and Challenger — are the import makes built by companies owned in part by a domestic maker and whose U. S. distribution is controlled by the U. S. partner.

The AMC-Renault partnership therefore doesn't qualify Renault as a captive.

The domestic dealerships carrying captives declined by 862 during 1980. That compares with a decline of 1,607 among all U. S.-car dealerships during the year.

Fiesta lost the most franchises in 1980 — 507. That was greater than the attrition among the total Ford Division dealership population, which declined 417 last year.

But the Chrysler Corp. dealers who carried captives did better than those without. Colt/Challenger outlets declined 207 during the year, while the total Dodge dealership count was down 293. And Champ/Arrow/Sapporo franchises were down 148, compared with a loss of 311 in the total Plymouth network.

Renault, Rover expand

On the plus side of the ledger, Renault upped its dealer count 573, as AMC dealers signed on. When 1979 closed, Renault's dealer network was the 10th largest among all imports. But at the end of '80, it was No. 4, right behind the captives.

Most of Renault's 1980 additions were AMC outlets, which boosted the total of domestic-import duals.

Another factor also helped offset the losses caused by the extensive closings of U. S.-car stores that carried captives.

This was the increase in the number of single-line import deals. West German makes logged 15 more exclusives in '80 than in '79, bringing their single-line dealership number to 504.

More Japanese exclusives

Japanese-car lines did even better, increasing their exclusive-dealer total 118, to 2,057.

Each of the Japanese non-captives increased its exclusive-line deals. Toyota now has 699 exclusives, 64 percent of its total network; Datsun has 648, for 60 percent; Honda, 310, for 40 percent; Subaru, 296, for 39 percent, and Mazda, 104, for 14 percent.

Other lines with large numbers of exclusive deals are Volkswagen, 354, for 35 percent of its total, and Fiat, with 117, for 20 percent of its total.

In all, 46 percent of the non-captive Japanese-car dealerships are exclusives. Only 12 percent of all European-car dealerships are exclusives.

Eight records in '80

Eight makes turned in record numbers in franchise totals. Six of these broke records set in July, 1980: Renault's 1,302 franchises was an increase of 145 from that census; Toyota's 1,085 was an increase of six; Honda's 769 was up 9; Mazda's 764 was up four; Subaru's 750 was up five, and BMW's 370 was up 11.

The other two records were really ties with earlier alltime highs: The Mercedes-Benz total of 409 matched a January, 1980, high, and the Rolls-Royce total of 67 matched the alltime high set in July, 1979.

TVR wasn't included in this year's census; TVR Engineering in England plans to rework its dealer network when its new Tasmin hits the U. S. shores, perhaps yet this year.

The Top 10 import franchise list at the end of 1980 looked like this: Fiesta, Colt/Challenger, Arrow/Champ/Sapporo, Renault, Datsun, Toyota, VW, Honda, Mazda and Subaru.

A year ago the order was Fiesta, Colt/Challenger, Arrow/Champ/Sapporo, Datsun, Toyota, VW, Mazda, Honda, Subaru and Renault.

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.9%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	−0.2%
Jan. 1, 1966	33,114	+0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%

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IMPORT FRANCHISES

	Jan. 1, 1981	Jan. 1, 1980
JAPAN	8,499	8,768
Colt/Challenger	2,023	2,230
Arrow/Champ/Sapporo	2,022	2,170
Datsun	1,086	1,069
Toyota	1,085	1,062
Honda	769	740
Mazda	764	759
Subaru	750	738
WEST GERMANY	7,528	8,025
Fiesta	4,974	5,481
Volkswagen	1,018	1,015
Audi	432	438
Mercedes-Benz	409	409
BMW	370	355
Porsche	325	327
FRANCE	1,625	1,024
Renault	1,302	729
Peugeot	323	295
GREAT BRITAIN	1,144	1,092
MG	335	358
Triumph	324	342
Jaguar	250	269
Rover	123	0
Rolls-Royce	67	64
Lotus	31	20
Aston Martin	14	18
ITALY	944	1,037
Fiat	581	640
Lancia	156	170
Alfa Romeo	145	170
Ferrari	41	37
Maserati	21	20
SWEDEN	705	724
Volvo	407	408
Saab	298	316
MISCELLANEOUS	25	25
TOTAL FRANCHISES	20,470	20,695

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IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1981.

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1958	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,240
Jan. 1, 1974	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681

*—Alltime high

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IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1981		Jan. 1, 1980	
Imported cars only				
Exclusives	2,937		2,863	
Duals	1,624		1,649	
		4,561		4,512
Import-domestic duals				
U. S. duals w/captive imports	9,019		9,881	
U. S. duals w/other imports	3,101		2,526	
		12,120		12,407
Total imported-car outlets		16,681		16,919

Captive-import duals are Ford-Fiesta, Dodge-Colt and Challenger, Plymouth-Arrow/Champ and Sapporo. 1980 totals have been revised.

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factories list auction dates

American Motors

March 17—Ohio Auto Auction, Grove City, O.

March 18—Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Dallas Auto Auction, 4226 E. Main, Dallas.

March 20—Concord Auto Auction, Hosmer St., Acton, Mass.

March 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 26—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler Corp.

March 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

March 18—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

March 24—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago (tentative, call auction); Chrysler Leasing Corp., JuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

March 25—Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

March 26—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Big H Recon Center, 918

Continued on Page 43, Col. 1

Used car sales
Auction Averages

March to date	$4,263
Month ago	$4,194
Year ago	$3,219

Model breakdown
Auction Averages

	March To Date	February	January
1981	$8,991	$7,138	$7,757
1980	5,535	5,704	5,867
1979	5,416	4,773	4,726
1978	3,726	3,705	3,585
1977	3,082	2,997	3,125
1976	2,274	2,295	2,082
1975	1,558	1,653	1,541
1974	1,362	1,285	1,290
Overall Average	$4,263	$4,076	$3,961

used-car auction directory

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7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
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8 BUTLER AUTO AUCTION, Cabot, Pa. 15046
Sale Wednesday Phone 412/443-7211
Pittsburgh 412/661-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday Phone Caledonia 414/835-4438
Chicago 312/238-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/656-6260
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
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WANT ADS BRING QUICK RESULTS

First signs at Geneva Auto Show

Europeans beginning to fight back

Continued from Page 43

establish BL in the big German market.

That other product of the UK taxpayer, the DeLorean, made its long-awaited European bow. There is no doubt that photos do not do justice to the stainless steel finish, and it is a fine looking car.

• It is Daimler-Benz's intention to offer its world-first air-bag system as an option on all models. Initially, however, it will be offered only on the S-class, starting from July this year.

It will go into all European markets—at a price in the region of $800—but not in the U.S. until it is required by the regulations.

Daimler-Benz carried out some 2,000 dynamic tests in the 10-year period to 1980, and is clearly convinced of the unit's efficiency.

It uses a gas produced by a solid propellant to inflate the bag, which is activated by an electric trigger.

Daimler-Benz considers it only as a complement to the standard inertia reel belt.

• If Daimler-Benz's safety systems were futuristic, so was some of the styling coming out of Ford, and in particular its Ghia design studios in Turin.

There were three examples of the group's work. While none is for production, each showed imagination in tackling some of the problems which auto makers are facing.

Avant Garde was a two-plus-two based on the Escort. It featured enclosed rear wheel arches and deep sides, a side elevation like an upturned bowl and a steeply raked screen.

Alongside was an eye-catching version of the mid-engined AC Cars 3000ME sports car. It has its origins dating back to the 1978 Turin show sports racing car, but updated with the use of the mechanical components of the AC.

Larger wheels and tires were fitted to an otherwise standard car. Then Ghia's Filippo Sapino clothed it with a very sleek all-steel body with wedge shape and high tail.

AC's 3000 dates back to the early '70s. It is in limited production using a Ford Essex V-6 mounted across the middle of the chassis and behind the driver.

Prize for the weirdest of Ghia's creations for Geneva went to the vehicle called Cockpit. It was a three-wheeler (two at the front) with space for two line-astern. It brought back memories of the horrible little Messerschmitt bubble cars of the early postwar years.

But any vehicle with a projected stop-start city driving consumption of 95 MPG has to be taken seriously, and that was what Cockpit was all about.

Power source was a 200cc (12 CID) air-cooled Piaggio gasoline engine which drives the rear wheel. Alternatively, says Ghia, it could be powered by an electric motor or one of the alternative power sources now being researched by Ford.

It had a triangular chassis, an upwards-opening roof/door and weighed 770 pounds.

• The other Ford prototype was Probe, first seen at Frankfurt in 1979 and now transformed to a working prototype. It is based on the mechanical components of the Ford Mustang, The test program in the U. S. was suspended just to show the car at Geneva.

Another Italian stylist created plenty of interest, as ever it does when fine styles are talked of. Pininfarina's gem for the Geneva show was the Quartz, based on the Audi Quattro four-wheel-drive which was the star of the show a year ago.

Pininfarina adopted a whole range of lightweight materials for the Quartz—Kevlar, honeycomb, carbon fibres, metal-plastic laminates and polycarbonates.

Prototypes such as these are often a long way from reality. But prime example of the way the Italian houses' abstract ideas get turned into reality could be found on the stand of Pininfarina's great rival, Ital Design.

Ital's Ace of Clubs of two years ago turned up as the Isuzu X-car, a fully engineered machine that goes into production in Japan in May. It is known as X because the Japanese company has yet to announce it officially.

• By any standards it was an impressive-looking production car. It was a sleek coupe that will be powered by 135-HP, 120-HP and 115-HP twin-overhead camshaft engines. Five-speed manual or automatic gearboxes are used.

Isuzu is said to be working on a turbocharged diesel version as well.

Word is that Isuzu will initially start building the car at a rate of 3,000 a month. This will build up to 5,000 monthly within the year, when exports to Europe and the U. S. will begin.

Rate of decline is lowest since last June

Truck sales sag eases in February

Continued from Page 8

down 12.7 percent, 45,155 versus 51,748.

Big Three dealers retailed 18.4 percent fewer trucks in February than they did a year ago, 146,129 versus 179,112. The two-month total was down 24.6 percent, from 367,443 units a year ago to 277,007.

Ford sales during the month topped Chevrolet"s by more than 5,000 units, but the latter's strong showing in the first month of 1981 kept the GM nameplate in the No. 1 spot through February.

Ford dealers retailed 59,896 vehicles in February, off only 8.3 percent from last year's 65,-283. The total included 6,904 Courier compacts, compared with 7,609 in 1980.

The two-month total climbed to 108,742 units, a decline of 22.2 percent below the year-earlier 139,702. Dealers sold 11,563 Couriers through February, down 25 percent from last year's 15,400.

During the month, Chevrolet dealers retailed 54,788 vehicles, a decrease of 23.6 percent from the year-earlier 71,715. Included in the total were 5,342 LUV pickups, off almost 40 percent from last year's 8,722.

Chevrolet"s two-month total stood at 109,368 units, down 25.3 percent from the year-ago 146,-476. LUV sales through February were off almost 36 percent, from 18,209 in 1980 to 11,-708.

• Dodge and Chrysler-Plymouth dealers sold 18,256 units in February, a drop of 24 percent below last year's 24,029. Sales of both the Ram-50 and Arrow pickups were down from a year ago. The Ram-50 total was 4,031, compared with 4,-365 in 1980. The Arrow count was down from 2,101 in 1980 to 1,380.

Two-month sales at the Chrysler outlets were down 31.6 percent, from 44,506 a year ago to 30,457. Included were 6,213 Ram-50 sales, compared with 7,-944 in 1980, and 2,129 Arrows, as against 3,809 a year earlier.

February sales at GMC dealerships were off 27.1 percent from a year ago, 13,189 units versus 18,085. The two-month total of 28,440 units was 22.6 percent lower than last year's 36,759.

Sales of Jeep four-wheel-drive vehicles in both February and the two months were down significantly from a year ago.

During the month, dealers retailed only 3,695 units, off 54.8 percent from the year ago 8,168. Through February, the total was 8,132, a decline of 53.1 percent from last year's 17,339.

Mercedes-Benz of North America reported increases for both February and the two months. The February total of 301 units was 6.7 percent higher than the year-ago 282, and the two-month count was up 13.4 percent, from 506 units in 1980 to 574.

• Toyota was the only one of the three non-captive compact-pickup makes to report a decline in sales in February. All three, however, had lower two-month totals than a year ago.

Datsun dealers retailed 10,806 units during the month, an increase of 2.2 percent over the year-ago 10,573. The total through February was 18,056, off 14.3 percent from last year's 21,076.

February sales of Toyota trucks dropped 30.6 percent below last year's mark, from 15,-131 units to 10,502. The two-month total of 20,160 vehicles was 28.1 percent lower than the 28,025 retailed in the like period in 1980.

Mazda dealers sold 1,185 units during the month, a gain of 9.8 percent over the year-earlier 1,-079, but the two-month count was down 1.4 percent from last year, 1,875 versus 1,902.

Big Three February, year-to-date truck sales

	1981	1980	Calendar Year 1981	1980
Ford				
Vans	7,580	6,191	13,621	15,126
Club Wagon	2,075	1,320	3,436	3,649
Courier	6,904	7,609	11,563	15,400
Bronco	3,157	3,455	5,934	7,870
Conventional Pickups	36,472	41,163	67,231	86,406
Mediums	3,099	4,415	5,830	8,663
Heavies	609	1,130	1,127	2,588
Chevrolet				
Vans	1,248	9,407	12,555	18,719
Sportvan	6,622	1,795	2,323	3,608
LUV	5,342	8,722	11,708	18,209
El Camino	2,721	3,730	5,391	7,737
Blazer	1,792	2,492	3,681	5,768
Suburban	1,780	2,410	3,836	4,462
Conventional Pickups	33,570	40,065	66,591	81,700
Mediums	1,708	2,860	3,272	5,797
Heavies	5	234	11	476
Chrysler				
Vans	4,012	5,937	6,622	11,351
Voyager	419	597	779	1,042
Ram Wagon	1,380	1,768	2,554	3,250
Arrow	1,409	2,101	2,129	3,809
Ram D-50	4,031	4,365	6,213	7,944
Trail Duster	177	445	376	748
Ramcharger	397	1,217	910	2,068
Conventional Pickups	6,431	7,599	10,874	14,294
GMC				
Vans	1,376	2,337	2,980	4,752
Caballero	360	426	782	834
Jimmy	373	576	812	1,329
Suburban	416	425	911	920
Conventional Pickups	8,085	8,926	16,996	19,800
P models	178	455	469	620
Mediums	1,350	2,850	3,169	4,847
Heavies	1,051	2,090	2,321	3,657

Opel's wagon entry

Opel Voyage station wagon is based on the large Commodore sedan. With Mercedes-Benz, Volkswagen and Ford already in the market, an Opel wagon was considered long overdue.

A glance at the past

Running against the current tide which favors small, economical machines, this Lamborghini Jalpa was displayed at the Geneva Auto Show.

Sign of the times

Zagato, a custom body builder known in the 1950s and 1960s for its ultra-sleek styling, displayed this chunky electric car for in-town use at the Geneva Auto Show.

From 78½ days to 59 in a month's time

Rebates slash new-car inventories

Continued from Page 1

industry had only a 42-day supply of subcompacts March 1, compared with a 71½-day stockpile a month earlier.

The industry had a 62-day stock of compacts, down from 86 days; a 69-day supply of intermediates, down from 91½ days; a 67-day inventory of standards, off slightly from 68½ days, and a 58-day supply of luxury cars, down from 61 days.

The March 1 inventory was divided this way among market classes: Subcompact, 18.54 percent; compact, 30.03 percent; intermediate, 32.01 percent; standard, 13.71 percent, and luxury, 5.71 percent.

A month earlier, the inventory was divided this way by size class: Subcompact, 20.60 percent; compact, 29.65 percent; intermediate, 32.32 percent; standard, 12.50 percent, and luxury, 4.93 percent.

The March 1 days-supply figures by market class were:

Subcompact—Monza, 26; Sunbird, 26; Bobcat, 31; Chevette, 32; Escort, 41; Pinto, 47; Lynx, 50; Spirit, 52; Horizon, 54; Omni, 55, and Rabbit, 58.

Compact—Skylark, 37; Omega, 47; Volare, 50; Aspen, 50; Zephyr, 52; Concord, 55; Capri, 57; Eagle, 59; Phoenix, 61; Reliant, 66; Citation, 66; Camaro, 67; Mustang, 72; Firebird, 72; Aries, 72½; and Fairmont, 76.

Intermediates—Regal, 48; Supreme, 50; Cutlass, 52; Grand Prix, 64; Thunderbird, 71; XR-7, 75; Monte Carlo, 75; Cougar, 76; Century, 76; Diplomat, 80½; LeBaron, 84; Cordoba, 87; Malibu, 92; LeMans, 94½; Granada, 103, and Mirada, 107.

Standard—Olds 98, 43; Olds 88, 44½; Gran Fury, 54; Mercury, 56; LeSabre, 60; Chrysler, 61; Electra, 63½; St. Regis, 66; Chevrolet, 80½; Ford, 84, and Pontiac, 86.

Luxury—Eldorado, 50; Cadillac, 52½; Toronado, 52½; Riviera, 55½; Mark VI, 56½; Lincoln, 59; Seville, 72; Corvette, 74, and Imperial, 176.

Jones & Sons sets up its own sales network

RIVERSIDE, Calif.—Jones & Sons Coachbuilders, Inc., announced it broke with the sales firm which handled its Cadillac and Lincoln limousines and customized Cadillacs and is now selling its products directly.

Jones & Sons has established several distributorships to handle sales and service of its vehicles.

Reagan budget tags $100 million to replace cars

WASHINGTON. — One line item in the Reagan budget which cuts and cuts and cuts is the retention of $100 million for the government to buy motor vehicles from the beleaguered industry.

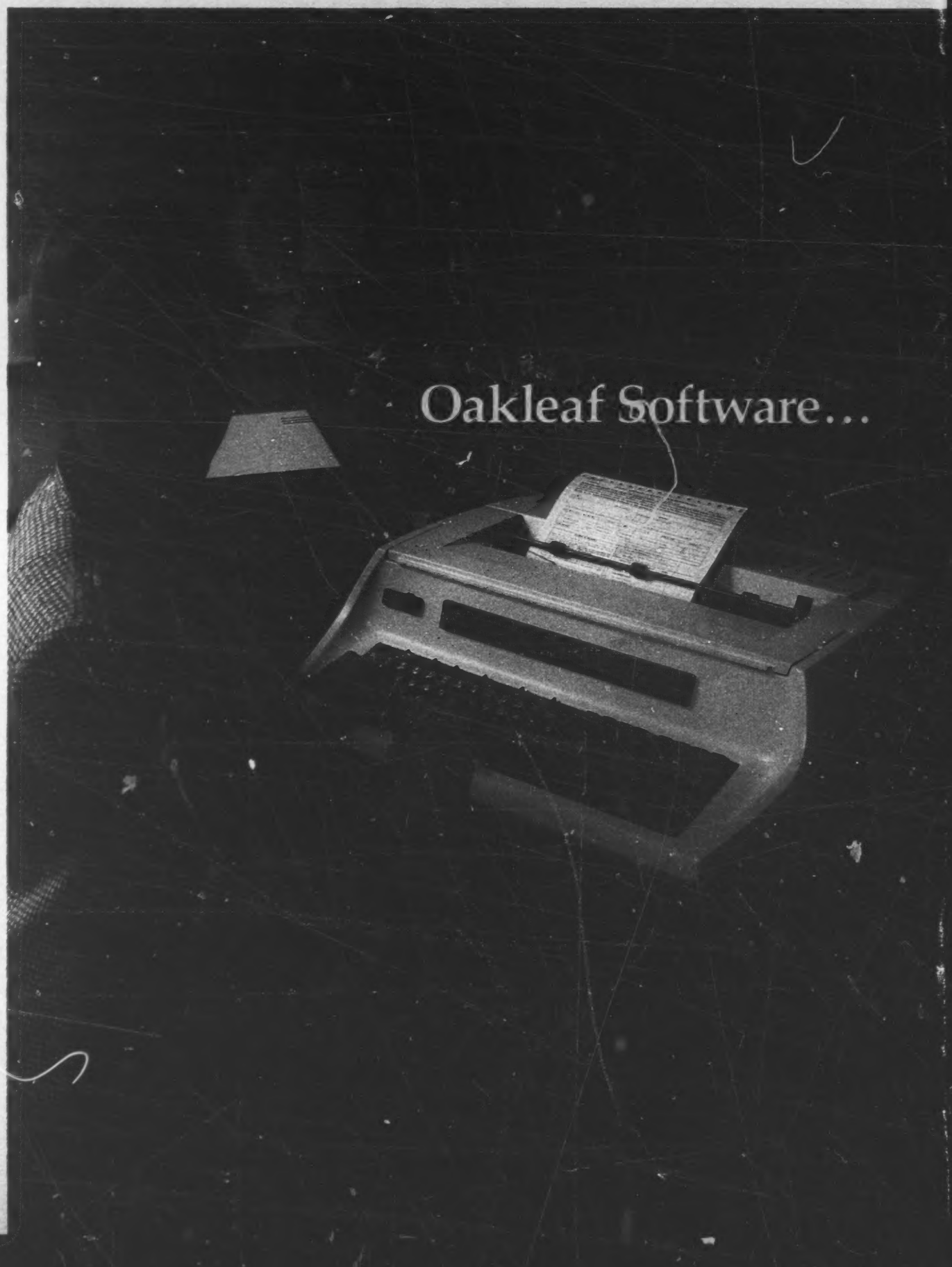
"The original proposal, which would have replaced all motor pool vehicles over five years of age, will be changed to include replacing some leased vehicles with new vehicles," it says.

"These purchases of new vehicles will assist the automobile industry during a particularly difficult period."

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes

	Mar. 1, 1981	Feb. 1, 1981	Mar. 1, 1980
Spirit	52	95	76
Concord	55	88	101
Eagle	59	85	149½
AMERICAN MTRS.	55	88	102½
Horizon	54	91½	61
Reliant	66	[illegible]	—
Volare	50	82	125
Gran Fury	54	74	86
Plymouth	59	69	83½
Imperial	176	213	—
LeBaron	84	97	118½
Cordoba	87	107	214
Chrysler	61	70	126
Chrysler	80	96	145
Omni	55	91½	62
Aries	72½	68	—
Aspen	50	87	141½
Diplomat	80½	102	143
Mirada	107	142	199
St. Regis	66	94	127
Dodge	67½	86	107
CHRYSLER CORP.	68	81	106
Escort	41	58	—
Pinto	47	68	75
Mustang	72	110	76
Fairmont	76	101	43
Granada	103	135	109
Thunderbird	71	107	74
Ford	84	100	130
Ford	65	94	73
Lynx	50	76	—
Bobcat	31	59	71
Capri	57	107	75
Zephyr	52	93	39
Cougar/Monarch	76	118	93
Cougar XR-7	75	111	78
Mercury	56	77	79
Mercury	57	92	67
Lincoln	59	94	161
Mark VI	56½	106	123
Lincoln	57½	100	137
FORD MOTOR CO.	63	93	74
Skylark	37	53	16½
Century	76	65	41½
Regal	48	70½	68
LeSabre	60	57	69
Electra	63½	61	71
Riviera	55½	48½	57
Buick	52	61	50
Seville	72	69½	77
Cadillac	52½	47	73
Eldorado	50	50	50½
Cadillac	54½	51	69
Chevette	32	81	39
Monza	26	32	51
Citation	66	98	30
Camaro	67	95	96
Malibu	92	87½	79
Monte Carlo	75	117½	124½
Chevrolet	80½	78½	79
Corvette	74	85	52
Chevrolet	59½	87½	62
Omega	47	59	23
Cutlass	52	47	36½
Supreme	50	66	54
Olds 88	44½	42	53
Olds 98	43	40	66
Toronado	52½	44	63½
Oldsmobile	48½	52	47
Sunbird	76	47	52
Phoenix	61	92	16½
Firebird	72	114	118½
LeMans	94½	94	94
Grand Prix	64	103	123½
Pontiac	86	87	95
Pontiac	65	86½	81½
GENERAL MTRS.	56	72	60½
VW	58	76	32
TOTAL	59	78½	68



But output trails year-ago period

Auto production moves up for week

By Patricia Hoffman
Staff Writer

U. S. auto production last week was nearly 10 percent below that of the comparable 1980 week, but the total rose above the previous week's output.

The auto makers slated production last week at 140,039 units, an increase of 4.53 percent from the 133,968 completed in the previous week and down 9.57 percent from the 154,857 cars assembled in the comparable 1980 week.

So far this year, the auto makers have built 1,217,326 units, a 17.18 percent decrease from the 1,469,810 units assembled in the comparable 1980 period.

Breakdown of last week's total by companies was: General Motors, 58.80 percent; Ford Motor Co., 23.41 percent; Chrysler Corp., 13.71 percent; American Motors, 1.07 percent; Volkswagen of America, 2.97 percent, and Checker Motors, 0.04 percent.

General Motors said that production of the company's new J-cars will begin today (March 16) at Lordstown. The first J-car is expected to come off the assembly line one day this week.

Assembly of the J-cars at the GM Southgate point is scheduled to begin at the end of March. However, preparations for production of the cars at Southgate have begun.

Chrysler Corp. announced that all of its U. S. car assembly plants are scheduled to work this week, making it the fifth consecutive week of full production to meet a higher rate of dealer orders.

Chrysler's Belvidere plant scheduled overtime last week for both shifts. Also at Belvidere, today (March 16) will begin the third week of nine-hour shifts Monday through Friday. The plant builds the Dodge Omni, Plymouth Horizon, Dodge 024 and Plymouth TC3.

The company's Jefferson and Newark points (K-cars) will continue at their present combined daily rate of 1,760 units per day on two shifts.

The Chrysler St. Louis and Lynch Road plants will continue at their single-shift rates of 424 cars and 320 cars, respectively.

General Motors' Janesville car point was down last week and will remain idle this week. Also at GM, Saturday overtime is slated this week at Oklahoma City and Tarrytown.

As of March 30, GM will cut one shift of its Corvette line in the St. Louis plant to begin moving operations to the Bowling Green (Ky.) plant which is slated to begin operations sometime in June.

breaking news

Continued from Page 1

the loss in an interview on the local public television station. VW's loss in the first half of the year was earlier reported as $25.6 million.

UAW and URW to discuss merger

DETROIT. — The UAW and the United Rubber Workers are setting up committees to discuss merger plans between the two unions. The merger possibilities surfaced last September when URW President Peter Bommarito and UAW President Douglas A. Fraser had a short discussion on the matter at the auto industry advisory committee meeting here.

The URW has been losing members rapidly over the past few months because of the sagging rubber industry and now has about 128,000 members. The UAW, also hit by heavy layoffs, has about 1.3 million members.

California slaps Model A firm

LOS ANGELES. — The California state commissioner of corporations has ordered Model A & Model T Motor Car Reproduction Corp. "to desist and refrain from the further offer or sale of franchises" in the company. The commissioner said that the order was issued because she believed it is "necessary and in the public interest for the protection of investors consistent with the policy and provisions of the franchise investment law."

Park your Toyota in Tokyo, UAW says

DETROIT.—The UAW won't kick imported cars out of its parking lot at Solidarity House any more, but it will discourage them and might like to export their drivers. A few months ago, the union put up signs banning imported cars from parking in the lot and asking their drivers to park elsewhere. Now, they're recommending a place for them to park. The new signs read "300,000 laid-off UAW members don't like your import. Please park it in Tokyo."

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
CHEVROLET	8,215	16,560	10,010	18,225	151,267	118,207
DODGE/PLYMOUTH	1,700	4,500	1,677	3,377	32,528	13,516
FORD	13,153	17,524	15,079	28,232	148,004	113,614
GMC	4,225	3,609	3,507	7,732	37,862	44,469
INTERNATIONAL	1,690	.....	1,706	3,398	.....	15,199
MACK	.....	625	.....	.....	6,599	.....
WHITE	.....	125	.....	.....	1,894	.....
JEEP	1,550*	2,850*	1,600*	3,150*	25,918*	18,586*
AMC CORP.	85*	180*	85*	170*	3,402*	850*
VOLKSWAGEN	1,040	687	1,003	2,043	5,116	9,143
MISCELLANEOUS	1,200*	800*	1,200*	2,400*	8,660*	10,900
Total Trucks, U. S.	32,858	47,460	35,869	68,727	421,250	344,484

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
CHRYSLER CORP.	1,600	1,600	1,663	3,263	4,697	11,200
FORD MOTOR	3,520	4,826	3,390	6,910	40,970	34,715
GENERAL MOTORS	6,400	6,094	6,370	12,770	59,752	63,611
AMERICAN MOTORS	.....	900	.....	.....	6,704	.....
INTERNATIONAL	245	485	243	488	2,594	2,600
MACK	.....	60	.....	.....	636	.....
WHITE	.....	65	.....	.....	655	.....
Total Trucks, Canada	11,765	14,010	11,666	23,431	116,008	112,126
N. American Trucks	44,623	61,470	47,535	92,158	537,258	456,610

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck assemblies decline 8 pct. from week ago

U. S. truck production last week fell below the previous week's output, and the total was down considerably from the comparable 1980 week.

Planned production last week was 32,858 units, off 8.39 percent from the 35,869 trucks assembled in the previous week and 30.75 percent below the 47,460 units built in the week ended March 15, 1980.

The year-to-date output for the truck makers is 344,484 units, down 18.22 percent from the 421,250 assembled in the comparable period last year.

General Motors' St. Louis and Lordstown truck lines were down last week, with operations slated to resume today (March 16).

Downtime is scheduled this week at GM's Pontiac point (GMC). Operations are slated to resume March 23.

Chrysler Corp. reported that its Warren truck assembly plant will work this week, making it the fifth consecutive week without downtime. The plant builds 424 trucks per day on a single shift.

Car, truck output in Canada shows gain for week

Canadian auto and truck production improved last week from the previous week's output, however both car and truck totals were below the comparable 1980 week's levels.

Auto production last week was slated at 18,249 units, an increase of 8.36 percent from the 16,840 cars completed in the previous week, but down 0.98 percent from the 18,431 units built the same week last year.

For the year-to-date, auto production is far behind 1980. So far this year, the auto makers have completed 133,551 units, a drop of 23.61 percent from the 174,834 cars built in the comparable period last year.

The Canadian truck makers increased production last week by 0.84 percent with output of 11,765 units, up from the 11,666 trucks assembled the week ended March 7, but down 16.02 percent from the 14,010 units completed in the comparable week last year.

So far this year, the truck makers have completed 112,126 units, down 3.34 percent from the 116,008 assembled in the comparable period last year.

U. S. CAR PRODUCTION

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
AMERICAN MOTORS	1,500*	4,525*	2,032*	3,532	45,811*	18,354*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	19,200	16,200	18,164	37,364	132,857	143,122
Plymouth Total	10,100	7,310	9,345	19,445	61,639	72,191
Horizon	4,000	3,280	3,422	7,422	34,246	25,896
Volare	.....	3,240	.....	.....	21,234	.....
Gran Fury	5,000	.....	4,889	9,889	.....	40,835
Caravelle	150	120	126	276	897	728
Reliant	950	670	908	1,858	5,262	4,732
Chrysler Total	1,650	2,430	1,717	3,367	16,572	11,590
Chrysler	1,100	2,030	1,139	2,239	12,910	8,061
LeBaron	550	400	578	1,128	3,662	3,529
Dodge Total	7,450	6,460	7,102	14,552	54,646	59,341
Omni	2,500	2,840	2,113	4,613	30,601	18,192
St. Regis	.....	2,160	.....	.....	15,128	.....
Diplomat	3,700	.....	3,753	7,453	.....	33,263
Aspen	900	930	895	1,795	5,374	5,846
Aries	350	530	341	691	3,543	2,040
FORD MOTOR	32,787	38,508	22,375	55,162	275,168	250,365
Ford Division	23,128	26,721	15,342	38,470	194,597	173,325
Pinto	3,192	.....	7,824	16,016	.....	81,801
Must./Must. II	.....	3,299	.....	.....	11,691	.....
Fairmont	3,884	7,189	1,298	5,182	51,249	21,509
Granada	4,285	7,052	4,200	8,485	52,358	32,662
Thunderbird	1,594	3,177	308	1,902	19,158	11,095
Ford	3,483	2,364	.....	3,483	37,507	9,264
Escort	1,690	3,640	1,712	3,402	22,634	16,994
L-M Division	9,659	11,787	7,033	16,692	80,571	77,040
Mercury Total	8,825	11,546	5,678	14,003	70,709	66,526
Bobcat	.....	751	.....	.....	2,795	.....
Capri	2,824	.....	2,698	5,522	.....	27,350
Zephyr	1,192	2,213	323	1,515	16,392	6,325
Cougar/Monarch	1,066	2,404	1,149	2,215	16,724	9,754
XR-7	887	1,382	194	1,061	6,519	5,197
Mercury	1,063	2,226	.....	1,063	13,834	4,590
Lynx	1,293	2,570	1,314	2,607	14,445	13,310
Lincoln Total	1,334	241	1,355	2,589	9,862	10,514
Lincoln	567	.....	649	1,216	3,432	4,908
Versailles	.....	241	.....	.....	1,203	.....
Mark VI	767	.....	706	1,473	5,227	5,606
GENERAL MOTORS	82,332	90,715	87,274	169,606	978,641	767,318
Buick Division	19,993	19,445	19,920	39,913	186,096	184,055
Skylark	5,585	4,638	5,605	11,190	50,448	52,497
Century	3,990	4,633	4,043	8,033	36,572	36,193
Regal	5,950	4,619	5,955	11,905	44,938	49,178
Buick	3,360	4,310	3,355	6,715	40,855	34,337
Riviera	1,108	1,245	962	2,070	13,283	11,850
Cadillac Division	6,549	7,168	6,103	12,652	66,949	62,702
Seville	4,264	4,568	4,266	8,530	39,852	42,526
Cadillac	1,475	1,545	1,191	2,666	15,088	13,370
Eldorado	810	1,055	646	1,456	12,009	6,806
Chevrolet Division	30,665	38,015	34,585	65,250	411,492	272,773
Chevette	8,060	9,500	8,694	16,754	99,690	58,243
Monza ('80)	.....	3,481	.....	.....	32,756	.....
Camaro	3,045	3,270	3,026	6,071	29,377	24,988
Citation	8,955	10,184	7,675	16,630	101,550	68,810
Malibu	6,615	6,563	6,359	12,974	57,388	48,811
Monte Carlo	3,190	2,697	3,268	6,458	30,776	26,050
Chevrolet	.....	1,320	4,771	4,771	49,359	38,121
Corvette	800	1,000	792	1,592	10,596	7,750
Oldsmobile Division	17,074	16,497	18,320	35,394	174,238	180,676
Omega	3,550	2,322	3,390	6,940	26,134	30,439
Cutlass	7,525	6,670	7,797	15,322	72,076	86,052
Oldsmobile	4,970	6,370	6,264	11,234	64,418	54,639
Toronado	1,029	1,135	869	1,898	11,610	9,546
Pontiac Division	8,051	9,590	8,346	16,397	39,866	67,112
Acadian†	685	400	685	1,370	3,920	3,896
Sunbird ('80)	.....	3,131	.....	.....	33,719	.....
Phoenix	952	2,490	1,028	1,980	21,911	10,421
Firebird	2,354	2,819	2,670	5,024	28,649	23,816
LeMans	2,400	.....	2,342	4,742	16,567	16,472
Grand Prix	1,460	430	1,412	2,872	13,245	9,480
Pontiac	200	320	209	409	21,855	3,027
VOLKSWAGEN	4,160	4,809	4,063	8,223	36,652	37,704
CHECKER	60*	100*	60*	120*	681	463
Total Cars, U. S.	140,039	154,857	133,968	274,007	1,469,810	1,217,326

CANADIAN CAR PRODUCTION

	Week Ended Mar. 14, 1981	Same Week, 1980	Week Ended Mar. 7, 1981	March to Date	Jan. 1, to Mar. 15, 1980	Jan. 1, to Mar. 14, 1981
AMERICAN MOTORS	720	.....	608	1,328	.....	5,664
CHRYSLER CORP.	.....	3,200	.....	.....	13,958	3,538
FORD MOTOR	4,792	7,148	3,185	7,977	42,899	18,350
GENERAL MOTORS	12,512	7,872	12,822	25,334	115,582	103,850
VOLVO	225	213	225	450	2,395	2,149
Total Cars, Canada	18,249	18,431	16,840	35,089	174,834	133,551
N. American Cars	158,288	173,288	150,808	309,096	1,644,644	1,350,877
N. American Trucks	44,623	61,470	47,535	92,158	537,258	456,610
North American Cars and Trucks	202,911	234,758	198,343	401,254	2,181,902	1,707,487

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.